

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXLIX, No. 10

NEW YORK, DECEMBER 5, 1929

10c A COPY

b p . . .

TO SOME IT MEANS BLUE POINTS

To OTHERS it means Ball Park, or Blackberry Pie—or possibly, Bureau of Police. But to thousands upon thousands of men who know the comforting companionship of a true-tasting, flavor-laden, ripe-tobacco cigar, it means Bayuk “Phillie” ■ For more than a third of a century “Bayuk” and “Philadelphia” have been associated with what is generally regarded as the hub of the cigar industry ■ Thus it was that Bayuk Philadelphia Cigar—or Bayuk “Phillie,” as it is fondly known—started its climb to popularity with a dual heritage of no mean worth: a nativity having a prestige in itself, and a sponsorship representing the loftiest ideals in cigar-making ■ Supplementing these natural selling advantages is the power of advertising—speeding “B P” on its way—carrying its name and fame into constantly widening markets.

N. W. AYER & SON

INCORPORATED

WASHINGTON SQUARE, PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO
DETROIT LONDON, ENGLAND

"...and right there, we heard our first skylark!"

"Do you know what that means — over an English meadow? We had left Waller in the car on a little side road, and had come afoot — into 'the land of forgotten peoples' — that Wells describes in 'Secret Places of the Heart'. Do you remember? 'Old Sarum was Keltic; it saw the Romans and the Saxons through, and for a time it was a Norman city. Now it is pasture for sheep.' Neither Jane, nor our darling London hostess, would say it was a place to visit, but I had written that paragraph on our road map.

"Now we sat on a green mound, feeling utterly away from the world — under the English Maytime sky, among waving grasses. And right over us the lark. 'Blithe spirit' indeed! — Pouring its 'full heart in profuse strains of unpremeditated art'! Such matchless, unforgettable music! Matchless that is... except in England, in the Spring!

"Last night we slept at 'Ye Olde George' in Salisbury, where H. G. Wells put up his people. I told the proprietor we came for that very reason, and you could see his English calm beginning to slip! Such an Inn! Built 1376, with great oaken beams, and one wall of its Coffee Room — if you lift the tapestry — of ancient Roman bricks. Its bedrooms are bright with chintz — and grave Cromwell, gay cavaliers, Shakespeare himself, and Pepys, stayed there before us!

"What a feeling of history this land gives you! Gosh, Caesar's Wars would be thrilling reading to a boy who could have stood with us this morning and seen the Roman road — straight as an arrowshot east from Old Sarum over the meadows. And dates like the Conqueror's coming can't be formidable, if your own eyes have seen the grass-grown mound where once the Normans built their ninety-foot watch tower, and you remember, down in a green dell, the white stone outlines where Salisbury Cathedral stood in 1092.

"COPY UNADORNED"

*Presenting, without art's aid
or blurb's benefit, an example
of ★TRAVEL COPY
written by the Federal
Advertising Agency, Inc.,
6 East 39th Street, New York*

"You *must* send Philip and Mary over before college, Margot dear. There's nothing in all the books that matches *this* — living it, breathing it... This afternoon we go to Stonehenge. More anon, and thanks again for the gorgeous bon voyage!"

★ *Federal invites a Travel Account*

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLIX

NEW YORK, DECEMBER 5, 1929

No. 10

How Exporting Fits into the Current Economic Picture

Pudding Proof of Sales Stabilization Through the Development of Foreign Markets

By Walter F. Wyman

General Sales Manager, The Carter's Ink Company

THE stabilizing value of export sales is now going through a test for the first time in the history of modern marketing.

It is dark-road whistling to assert that the devaluation of securities is merely market manipulation and hence will have no effect upon business in general. No one knows—or will know for many months—just what the effect of the market crash will be on any given business or on business in general.

But why prophesy what will be the outcome? Rather, watch the Gillette Safety Razor Company's earnings. For it has shown in past depressions that a wonderfully efficient and balanced export sales program makes this truly marvelous enterprise immune to all but constantly and rapid growth.

Each year it has reached new records—far in excess of quotas and wholly out of relationship with domestic conditions.

Remington typewriters, with export sales of seven out of every thirteen machines, should also be watched—even though its tradi-

tionally high percentage of sales abroad can be no more than the leaven for The Remington-Rand merger.

In the same industry is The Underwood-Elliott Fisher Company. The *Wall Street Journal* showed its appreciation of the stabilization of profits through overseas sales in emphasizing that an important factor in the Underwood situation was the upward trend of its substantial foreign sales. The public must guess, however, what part of its current earnings can fairly be credited to its export sales. It is certain that this merger will force-draft its

KEEP an eye on Gillette Safety Razor, National Cash Register, Underwood-Elliott Fisher and L. C. Smith-Corona, advises Mr. Wyman. These companies, and others which have consistently developed export markets, are now going to have an opportunity to give a convincing demonstration of the stabilizing effect of foreign business.

"We must have increased volume in export orders," says Mr. Wyman, "if we are to have lower production costs in the next few months—possibly for an even longer period. Remember that if through bringing into being a new and large volume of export orders, our manufacturers are able to maintain the production costs of October, 1929—this will mean millions in profits in the domestic market, all attributable to export sales."

overseas selling at once.

Another typewriter merger—L. C. Smith-Corona—has an export angle the full width of which many have overlooked. Its export desti-

nies are largely in the hands of Warren L. Hoagland. For years he was in charge of the exports of Burroughs Adding Machine Company. He then was identified, under Secretary Hoover, in the Department of Commerce on foreign trade work. For the last few years he has been abroad as much as at home as export director of L. C. Smith-Corona. It can safely be assumed that if export sales have stabilizing value its overseas sales can already be listed as a valued balance wheel.

National Cash Register in 1928-1929 sold 40 per cent of its total abroad. In October, of this year, its exports exceeded by 54 per cent the N. C. R. previous high monthly record. While a true veteran in export selling—applying intensive methods two decades before other large industrials awakened to the value of foreign sales—it believes its possible sales abroad could be made many times its present volume. In one Far Eastern market it jumped its sales this last year almost 70 per cent—a forecast of its coming growth in many other markets.

National Cash Register has 1,000 export salesmen and maintains at its headquarters in Dayton some of the finest export marketing departments known in international merchandising circles. With its acquisition of the Ellis Adding Typewriter (now known as National Accounting Machine, Ellis Type) it has a new product to market overseas as well as at home. Even this \$1,275 unit will find a pleasing foreign sales volume since it is marketed by an organization truly as much at home in foreign fields as in the domestic market.

Watch N. C. R.'s profit showing, therefore, as proof or disproof of the stabilizing value of exports.

A Car for Everyone

There has been a decided feeling in automobile circles that the speculating public has over-estimated the probable growth of motor car sales in the United States. Months ago, I learned that the men closest to automotive domestic sales felt that their own

securities had been forced to unjustifiably high levels by speculators' dreams of a United States "with a car for everyone over driving license age."

In the motor car industry it is significant to note the stress that has been laid during the last two years on the development of export sales. With but one or two exceptions, there has been conspicuous evidence of an overseas activity reaching a point of decided rivalry among our automobile makers.


Watch motor car sales and profit statements during the next six months—and contrast domestic with foreign sales and profits. For the automobile industry, operated here at home under forced draft partial payment plans and harassed with the used-car problem, needs—mightily needs—a huge export balance wheel. It is striving its hardest to gyroscope itself by attaining an adequate foreign sales volume. The next year, at the outside, will tell us the degree of its success.

Radio sales activity overseas is not new—but it is still in its infancy. It needs the influx of more export executives of proved ability.

As an industry, its very products have been constantly and far reachingly changing and its nearby market has been far from saturation. Hence, in but few instances has it either felt ready for heavy dollar investments in sales building abroad or felt the compelling urge of necessity. Of all large industries it is, perhaps, the least prepared for any recession in domestic demand from the standpoint of developed or partly developed export distribution channels.

Overseas sales seldom can be built overnight. Markets must be classified and valued. The "inside end of exporting"—the export sales end—must be created. Buyers must be found and sold. Hence the radio infant in international commerce—with the few notable exceptions of well-visioned enterprises—should be watched to see what happens to young but large industries whose export flywheel is in the making rather than an established part of the machine itself.

On everyone's tongue these parl-



An agency is no greater than its people. Below
[IN THE SMALL BUT STILL LEGIBLE TYPE] are some remarks on this subject.

Confronted with the problem of how to be one of the largest agencies in the world and still do a painstaking, individual job with each client, we apportioned our business into groups. Each is an agency in itself, headed by men and women of the type who might direct their own agencies, with carte blanche to satisfy the client—and the ocean-spanning facilities of the McCann Company to do it with.

THE H. K. **McCann**

NEW YORK • CHICAGO • CLEVELAND

SAN FRANCISCO • LOS ANGELES

SEATTLE • DENVER • MONTREAL • TORONTO • LONDON • PARIS • FRANKFORT, O. M.

COMPANY ADVERTISING

ous days is the effect of the market crash on household appliances. What is the immediate sales future of washing machines and of vacuum cleaners? Above all what about electric and gas home refrigerators? What is the export angle?

Bluntly, we have several millions of families with ice refrigerators which, adequate or not, are still in serviceable condition. Without question, the marketing skill recently displayed and the inevitable stabilization of market prices on some level will join in bringing about sales that were impossible during the most hectic days of stock declines. But what has exporting to offer in quick assistance to these makers?

Much—and little! Time, in at least one instance, has been taken by the forelock and export sales endeavor has gone on hand in hand with domestic sales efforts. In other cases, patent rights used in the United States are devoid of exporting clauses. In still other instances, the fatal "We'll look into this export business when we get around to it" has caught manufacturers flat-footed between domestic bases.

Recently, I wondered if it was an optical delusion when all my friends in coal production or coal distribution seemed to wear a "just below the surface" smile. Possibly it was only that. On the other hand—

Oil heating for homes is primarily a domestic rather than a foreign field. Without even second-hand data as a guide, I assume (in common with both domestic and export sales brethren) that the industry can be considered as one in which the market in the United States is the monopolizing factor. Here, then, we have an industry worth most careful study and observation.

Home Market Hardly Scratched

With our home market hardly scratched and appealing strongly to the comfort and ease of the individual, the home oil burning heater has only gas for a modern rival. It has most decided

competition from coal—for coal-burning heaters still predominate. It has for its toughest competitor the combination of the inertia identified with home investment and a period of stock value uncertainty coming on the heels of devaluations.

It is fair to assume that the most sustained and skilful selling efforts in this industry will eventuate. The market is known to be present—the production capacity exists—and behind the actual oil-burning "furnace" is that tremendous factor—oil.

Watch—and contrast—oil-burning home heaters with industries which are large exporters. Their respective sales and profit showings will be one excellent index of true domestic conditions. For if—as is very possible—the sales of artificial home refrigeration and oil-burning and gas-burning "furnace" heaters exceed 1928 totals in profit we can all be sure that this amazing country of ours can devalue its industries by billions and still be ready to absorb its higher-priced products.

Doubtless significant articles have escaped my eyes, but I have read only most casual references regarding the roofing industry. The number of square feet of roofing in re-roofing homes has always seemed to me a clear index of local, sectional or even national prosperity—when taken in connection with the type and cost of material. Professionals to the contrary notwithstanding—all roofs are not allowed to go until the deluge is inevitable with the next storm.

If the public can truthfully be assured that conditions do not warrant alarm and believes the statement we shall see very heavy home re-roofing this fall and early winter. This will come in some instances at the expense of luxury buying, without doubt. But at the moment this is written there are thousands upon thousands half way between—"I don't think we'd better postpone putting on a new roof" and "I guess we can risk the old roof another winter."

Those who wish to hear the first

Thorough Trading Area Coverage Through .One Newspaper!

Sell This Reliable Market in 1930!

IN Milwaukee, first city in diversity of industries, employment is always above the national average—and so is business. Booms and slumps are leveled here to steady 'good times,' steady growth.

The worth of Milwaukee's well balanced industries as a stabilizer of the city's high level of buying power was again demonstrated by the increase of 2% in the value of building permits here in 1929 despite the slump throughout the nation.

Large building projects now planned or under way—unfilled orders reported by industrial concerns—and the present employment record all indicate that Milwaukee will continue to be one of the brightest spots on the sales map in 1930. Get all the facts!

THE MILWAUKEE JOURNAL
FIRST BY MERIT

Read by More Than Four Out of Five Milwaukee Families!

re-assuring murmurs—if they now exist—and to contrast “largely exporting manufacturers” with “largely non-exporting manufacturers” will do well to investigate. For the real balance wheel of exports can hardly be said to be dominant in branded roofings at present. If their profits increase or hold normal, it surely will be a significant fact for many industries.

Small Exporters

A small maker of oilcloth owes over half his sales volume to exports. His case is typical of small manufacturers who have taken foreign sales seriously. Scores of cases can be cited where all but unknown makers in the United States are important factors in some markets overseas. A small Pennsylvania maker of toilet preparations is regarded in one African market as of greater importance than our many millioned corporations—all because he has made that market his own and grown up with it. A relatively unimportant office equipment maker in an inland small city is rightly proud that his brand is the leading one in the Far East—yet, in his home city, hardly one of his devices will be found in use.

Thirty thousand medium- and small-sized manufacturers do some exporting—ranging from an occasional parcel post shipment to some expatriate to 70 per cent of their total sales. Watch these smaller enterprises in your community and compare those with even 15 to 20 per cent export sales volume with the “Bon Amis” of exporting—the ones who haven’t scratched yet!

The breadth of the constructive values of exporting have been ignored by all too many otherwise wholly competent management officials and boards of directors of manufacturing enterprises. The devaluations which have just been experienced, coupled with at least the possibility of curtailed domestic sales, make it timely to list and to analyze the broader aspects of exporting and to venture certain suggestions.

The sole reason for exporting is the securing of profits otherwise

unobtainable. These profits are quickly divided into direct export profits and indirect export profits.

Direct export profits are those obtained from sales outside this country where there exists a margin over cost of materials plus inclusive overhead cost of sales. International Harvester—with its millions of dollars in directly profitable export sales—is an excellent example of the volume possibilities of direct export profits. Direct profits are both the simplest form of export profits and the most easily seen and recognized—hence need only this mention and definition.

The field of indirect export profits is amazingly large. At the present moment it seems wisest to turn the spotlight on the indirect profits which most closely and deeply affect thousands of our manufacturers. This, because these export indirect profits are positively associated with domestic problems which our industries are facing today and which they must face until unquestioned prosperity continuance loosens the domestic purse strings of purses well filled.

Lowered production costs are today a question of expanded exporting. Volume is the breath of life of lowered production costs. It is idle to deny at least the present day semi-automatic decrease of buying by Mr., Mrs., Miss and Master Consumer. It would be wilful flying in the face of possible conditions to maintain high production levels when sales control figures show decrease in incoming orders. Low production costs for a week, a fortnight, a month or a season are extravagances if they lead to top heavy inventories in an era in which “new” is the criterion of style. And styles never changed so rapidly in the histories of so wide a range of branded merchandise well outside the wearing apparel field as in the last ten months!

We must have increased volume in export orders if we are to have lower production costs in the next few months—possibly for an even longer period. Remember that if

(Continued on page 173)

New England's Second Largest Market

Rhode Island Savings Increase

For the year ending June 30, 1929, Savings accounts in Rhode Island banks (exclusive of national banks) amounted to \$333,679,393.00 an increase of \$8,461,876.00 over the previous year.

The number of depositors also increased to a total of 390,920.

The average account to each depositor amounted to \$853.00.

The average savings per capita in the State amounted to \$491.00

The Providence Journal *and*

The Evening Bulletin

with a net paid circulation of 125,658 offer advertisers adequate coverage of this compact and profitable market at a minimum cost.

PROVIDENCE JOURNAL COMPANY

PROVIDENCE, R. I.

REPRESENTATIVES

CHAS. H. EDDY COMPANY	R. J. BIDWELL COMPANY
Boston	New York
Chicago	Los Angeles
San Francisco	Seattle

The Small Stockholder Has Not Been Eliminated

Despite the Market Crash a Number of Our Largest Corporations Report More Shareholders Than Ever Before

By Rexford Daniels

THE small stockholder seems once more to have survived a period of deflation, if the figures of many of our large corporations are true indications. Such corporations as American Telephone & Telegraph, General Motors, Simmons Company and Woolworth all have shown tremendous gains in the number of stockholders since the stock market break. These figures, however, are not complete because of the choking of transfer offices. Further gains, therefore, may be shown when the returns are finally tabulated.

During periods of depression the first thing which is usually said is that the small stockholder will suffer and that stocks will go into the hands of the wealthy, but somehow or other the small stockholder has always seemed to survive and finish up stronger than ever. A recent survey, by PRINTERS' INK, of the present stockholders listed by many leading corporations, reveals that these corporations have shown an average of 35 per cent increase in stockholders.

This is in line with what has happened after previous breaks but, to date, there has never been recorded such a vast increase. And it is this increase which should be

of interest to business, for business instead of finding itself in the hands of the few, now finds itself with more owners than ever before.

To appreciate how widely diversified this increase is, a glance at the following list of companies will show that all lines of business have benefited.

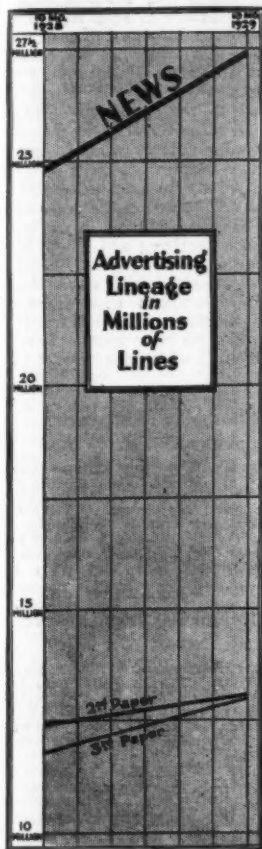
The figures in the first column represent the number of stockholders on record a few months previous to the break. The figures in the second column represent those of record within the last few weeks, up to November 30. As a result, they should be read as indicating a trend, for it is impossible to obtain the number of stockholders on any two definite dates.

In interpreting these figures, the following is of interest, as the recent stock market break has been called a rich man's panic. A canvass of the odd-lot brokerage houses showed that during the worst days of the break, the percentage of buying orders was 75 per cent and of selling orders 25 per cent. This compares with an average percentage in normal times of 60 per cent buying and 40 per cent selling, thus bearing out the general belief that it was the large stockholder who suffered the most

Company	Number Prior to Sept. 20, 1929	Number After November 8, 1929
American Telephone & Telegraph.....	455,324	464,627
Simmons Company	2,500*	3,800*
F. W. Woolworth.....	10,878	19,416
General Motors	117,767	156,000*
Consolidated Gas, N. Y.....	50,000*	63,000*
General Foods	24,200	27,350
Best & Company.....	1,121	1,605
American Tobacco, A & B.....	20,236	21,960
Studebaker Corp.	16,753	22,572
Packard Motor Car.....	11,087	25,971
Minneapolis-Honeywell Regulator	755	993
Nash Motors	8,423	13,253
Reo Motor Car.....	8,447	10,300*
Graham-Paige Motors	10,245	11,178
Gotham Silk Hosiery.....	1,200*	1,500*
Union Carbide & Carbon.....	20,382	25,000*
Kreuger & Toll.....	18,000*	18,200*

*Approximate

A Significant Advertising Situation



Detroit News Gain Greater Than That of Two Other Detroit Papers Combined

Whatever guide posts you may employ in selecting your media, the factor of advertising patronage, when it is so outstandingly favorable to one newspaper as it is in the case of The News in Detroit, can not be overlooked. Not only did The Detroit News' increase in volume for 1929 exceed that of the other two Detroit newspapers combined, but its total volume thus far this year exceeds that of any other newspaper in America. This is significant, testifying to a unique position in its field—the clue to which is thorough coverage, unequalled by any other newspaper in so large a city as Detroit.

4 out of 5
 Detroit Homes Taking
 Any English Newspaper
 Get The News

The Detroit News

THE HOME NEWSPAPER

New York Office:

I. A. KLEIN, INC., 50 E. 42nd St.

Chicago Office:

J. E. LUTZ, 180 No. Michigan Ave.

and the small man who benefited.

The causes for this large uncovering of small purchasing power have been divided, by the financial experts, into three main classes. First, the decline came so rapidly that the savings of the small man had not time to be dissipated by a prolonged period of depression; second, high prices for securities kept them outside his reach and thus forced his money into savings, and third, large blocks of stock, which had been closely held, were thrown on the market and made available for the small investor at a price he could pay.

What this means to business and what advantage business will take of this fact will have a serious bearing on the speed with which prosperity returns.

The head of a large paint company summed up his impression of the large increase in public ownership of stock as follows: "If such a large percentage of the people can have surplus money to put into stocks, it means they can also buy shoes, clothes, food and the other needs of life. We sell paint to such people, and they continue to buy it, because we have noticed no falling off in our sales since the break and do not anticipate any."

This is an attitude which is being more commonly held as manufacturers are coming to realize that where they lost one customer they now have one-and-a-half new ones. This is also significant when it is considered that, although there are many who lost money, there are a great many more who stand to benefit directly from any period of prosperity which will come. And this is still more significant when it is understood that those who will benefit in the future will do so immediately because they own their stocks outright and do not have to put their profits into carrying charges.

Reports from brokerage houses and bankers are showing two strong trends in investment buying. The first is a result of the intense popularity of the psychology behind the investment trust idea which has taught people the value of diversification of securities and has resulted in the placing

of orders for odd lots of many stocks instead of hundred-share lots of few stocks. This psychology has also prompted people to investigate more thoroughly the standing of the companies in which they plan to own stock.

This means that business in the future will have to keep its stockholders better informed of progress and can also count on its stockholders for more support than in the past. More importance will be attached to the good-will which results from advertising as well as to the sales policies which a company may adopt.

The increase in stockholders also may be said to reflect the good-will which has been built up in the past through advertising and which has been largely reflected in the support which the small stockholder gave to the stocks of the well-known companies, as most of the large increases have been in stocks of companies which are nearest the public.

"Photoplay Magazine" Appoints N. B. Wildes

Newlin B. Wildes has resigned from Wheeler & Wildes, Inc., publishers' representative, and has been appointed New England representative of *Photoplay Magazine*, formerly represented in that territory by Wheeler & Wildes. He will cover New England from headquarters at the New York office of *Photoplay*.

W. H. Jenkins, Jr., Vice-President, Street & Finney

Warner H. Jenkins, Jr., formerly a vice-president of Grace & Holliday, Detroit advertising agency, has joined Street & Finney, Inc., New York advertising agency, as vice-president. He was at one time manager of the Detroit office of Critchfield & Company.

Paul Donelan, Advertising Manager, Gorham Company

Paul Donelan, for the last several years advertising manager of A. Stowell & Company, Inc., Boston, has been appointed advertising manager of The Gorham Company, Providence, R. I.

Hardinge Account to McJunkin Agency

Hardinge Brothers, Chicago, manufacturers of oil burners, have appointed the McJunkin Advertising Company, advertising agency of that city, to direct their advertising account.

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Verm
Virgi
Wash
West
Wisc
Wyon
Canada

A. B.
New York

What a Cross-Section of National Buying!

IN TWO weeks recently southbound automobiles entered Florida in the number shown:

Alabama	1964
Arizona	38
Arkansas	93
California	588
Colorado	56
Connecticut	243
Delaware	196
District of Columbia	86
Georgia	5490
Idaho	64
Illinois	934
Indiana	456
Iowa	120
Kansas	103
Kentucky	338
Louisiana	267
Maine	252
Maryland	166
Massachusetts	449
Michigan	940
Minnesota	102
Mississippi	194
Missouri	130
Montana	37
Nebraska	70
Nevada	34
New Hampshire	89
New Jersey	752
New Mexico	63
New York	1864
North Carolina	366
North Dakota	13
Ohio	1356
Oklahoma	82
Oregon	36
Pennsylvania	646
Rhode Island	99
South Carolina	466
South Dakota	44
Tennessee	627
Texas	330
Utah	33
Vermont	69
Virginia	265
Washington	45
West Virginia	131
Wisconsin	128
Wyoming	17
Canada	36

Florida Local Markets Begin Their Annual Nationalization

WHATEVER you make or sell, the thousands of newcomers to Florida buy it. They've quit buying in Illinois, Connecticut, Ohio (and every other state in the nation), and for the next four months they will buy only what they find in Florida.

Having no store favorites they will buy where advertising leads.

In Florida—today—you can *nationalize* your product, if it lacks national acquaintanceship now; you can *maintain* buying habits, if already you have national distribution.

And there is one primary newspaper, providing true seven-day-a-week coverage in Jacksonville—the key city to the state. And the same newspaper is the only one circulating comprehensively *throughout* the state.

Placing a schedule now will give you full benefit from this new Market of a million, in Florida.

The Florida Times-Union

JACKSONVILLE, FLA.

A. B. C. Publisher's Statement, March 31, 1929, 50,707 Daily, 63,023 Sunday
Represented Nationally by
REYNOLDS-FITZGERALD, Inc.
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

TWO RECORD DAYS •

in Food
Advertising

Two record days: On November 8 The Chicago Daily News carried 17,389 agate lines of food advertising, on November 22, 18,098 lines . . . two successive all-time records . . . each the equivalent of more than seven full pages of food advertising.

A record year: In the first ten months of 1929 The Daily News carried 1,171,826 agate lines of food products advertising . . . the largest volume ever carried in that period . . . more than the next two daily papers combined . . . more than any Chicago daily and Sunday paper combined.

The record is not alone important as a market index to food advertisers; it is evidence of fundamental selling power and that completeness in the advertising of life essentials which provides a solid foundation for all advertising in The Daily News pages.

THE CHICAGAI

Chicago's Newspaper

Advertising
Representatives:

NEW YORK
J. B. Woodward
110 E. 42d St.

DETROIT
Joseph R. Seals
3-241 General Motors
SAN FRANCISCO
C. Geo. L. Baker 1st

A • A RECORD YEAR

First 10 Months 1923 to 1929

g GROCERY ADVERTISING

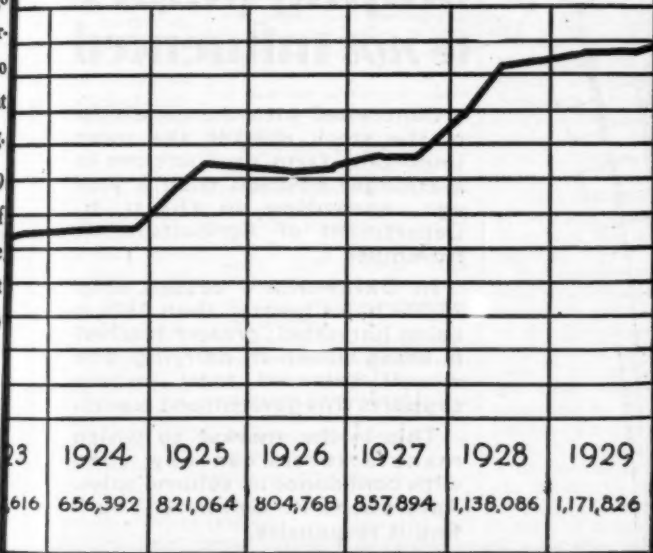
Important Fundamental, Steadily Increases in

THE CHICAGO DAILY NEWS

A rising market for the buyer of advertising

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DAILY NEWS

's Newspaper

SAN FRANCISCO
C. Geo. Krogness
Banker 1st Nat. Bank Bldg.

ATLANTA
A. D. Grant
711-712 Glenn Bldg.

Member of The 100,000
Group of American Cities

going
DOWN

TICKERS
STOCKS
WALL STREET
BEARS
but
**the farmer's
buying power
is not influenced**

Contrasted with the condition of the stock market the most important farm products are in a stronger position than a year ago, according to the U. S. Department of Agriculture on November 1.

In Oklahoma a cotton crop 20,000 bales greater than 1928 is being harvested; greater interest is being shown in dairying, and a well balanced farm income supports this government report.

This is the market to which manufacturers can now turn with confidence of volume sales. Advertise to it. Sell in it. You'll find it responsive.

191,661 A.B.C. Circulation



**THE OKLAHOMA
FARMER-STOCKMAN**

The OKLAHOMA PUBLISHING CO.
WKY-The Daily Oklahoman-Okla. City Times
National Representative: E. Katz Special Advertising Agency

That Heresy of 100 Per Cent Distribution

How and Why Selective Selling, Through Opening Larger Markets, Can Be the More Profitable Method of Distribution

By Mac Martin

President, Mac Martin Advertising Agency

"WE want 100 per cent distribution; our advertising is reaching all the consumers, and we cannot afford less than 100 per cent distribution."

It is a fact that here in the West there are still many sales managers who talk this silly doctrine—and who insist on deliberately proceeding to try to build a market on such a pattern.

We are, all of us, glad to take 100 per cent distribution when it is handed to us on a silver platter—when our products are so universally demanded that no distributor can afford not to stock them. But I think I am safe in saying that today, with the costs of selling constantly growing, there is no surer and swifter road to ruin than to waste sales effort by trying to get 100 per cent distribution in any given group of markets as long as there are any new markets left to conquer.

All this may sound rather academic to the modern business man. I believe, though, that it is in order because of the antiquated practices persisted in by so many—even while apparently seeking for ways to get out from under the burden of profitless distribution.

In these days of mounting costs and ever-increasing competition it is time somebody got up and made

a noise about selective selling. I refer to the kind of selling that picks and chooses its prospects from among those who can and will buy in the largest volume; that will not waste time and resources in trying to build up every man who may be

ambitious enough—or foolish enough—to open a retail store when he lacks the qualifications and financial background that are essential to success. Somebody should go even further and prove that the same principle applies to groups of markets.

There are plenty of facts and figures to sustain this argument.

For example, in practically every market 25 per cent of the independent retail stores do at least 75 per cent of the total business afforded by that market. Furthermore, if you have a meritorious article, backed by the

right kind of advertising, it takes less than half as much of a salesman's time to sell a big store as it does to sell a little store. That's a pretty bald statement but up to date I have not seen anyone in a position to contradict it.

The census of distribution made by the Department of Commerce in eleven selected cities in 1927 and 1928 supplies concrete evidence. The figures relate to the year 1926. When the complete census of distribution is made in 1930 we

"TODAY, with the costs of selling constantly growing, there is no surer and swifter road to ruin than to waste sales effort by trying to get 100 per cent distribution in any given group of markets so long as there are any new markets left to conquer."

With this as his premise, Mac Martin, head of the advertising agency which bears his name, develops some carefully worked out principles of merchandising. He backs his remarks with plenty of statistics—so many, that his conclusions appear unassailable.

Nevertheless—merchandising being the debatable subject it is—we shall be quite surprised if some reader does not come along and make out an excellent case for the opposing camp.

shall have these figures for the entire United States. But, in the meantime, we have a sample of approximately one-tenth of the retail trade of the country. It shows that the independent stores doing an annual business of \$100,000 or over equal 25.08 per cent of the total number of stores and do 83.14 per cent of the business. The remaining 74.92 per cent are fighting for 16.86 per cent of the business.

Let us suppose a market consists of 100 stores and that a salesman has an even hundred hours to spend on that market. We won't divide up his number of calls or consider the amount of time it takes to go from store to store. If he takes his stores hit and miss, he will have one hour apiece to tell his story. If he exercises selective selling, he will be able to spend an aggregate of four hours on each one of the twenty-five best stores as against one hour apiece. And if he keeps at these twenty-five best stores until he has sold every one of them he will make eight times as good use of his time by selective selling as he would by hit-and-miss selling. This is so because he can sell twice as fast in the better stores.

If, on the other hand, the salesman is a little shy—and this complaint usually comes from not being backed by sufficient advertising—he is pretty apt to concentrate his calls on the 75 per cent "easier retailers" before he tackles the bigger ones. And these 75 per cent "easier ones" are very likely to eat up all of his hundred hours. If he gets the twenty-five stores he has chances at 83 per cent of the business of that market. If he gets the other seventy-five stores he has a chance at only 17 per cent of the business. Somebody has to make out three times as many invoices for 17 per cent of the business as for 83 per cent of the business.

The census of distribution shows us that 28.6 per cent of all independent stores, of all classes, do less than \$5,000 total business annually. The average turnover of many independent retail stores is from 25 per cent to 30 per cent

annually, and it is easy to understand why. No one can be expected to get a satisfactory living out of any retail business doing less than \$5,000 annually, even if that business consists in selling antiques. What is the use of spending good time in selling somebody who, chances are, will not be in business the next time you come around?

Let us take the "art and antique" stores as reported by the census of distribution in eleven cities as an example. Those doing less than \$5,000 worth of business annually represent 34.63 per cent of the total number of such stores, and they do 3.26 per cent of the total volume. The "art and antique" stores doing a \$100,000 business and over represent 2.86 per cent and they do 33.58 per cent of the total volume.

I wonder how many manufacturers are acquainted with the more than significant returns made by the census of distribution in these eleven cities? The census tells such an important story in support of selective selling that, out of pages and pages of tables, I have compiled these figures as to the proportion of stores and proportion of total sales in stores doing less than \$5,000 annually and in stores doing \$100,000 and over annually. It will be worth anybody's time to run through them. (See table on page 19.)

Lest anyone should jump to the conclusion that I am here contrasting big, powerful stores against the hopelessly struggling ones, let me suggest that a store doing \$100,000 yearly is, after all, of merely moderate size. That much business in a year gives a man only a reasonable chance to make money; by no stretch of the imagination can he be said to be getting rich. In building this table out of Government figures, therefore, I have compared the very small independent store with the one whose size comes close to being the minimum required for a reasonably satisfactory return.

These figures are not only convincing but are unanswerable. Insofar as individual stores are concerned, they prove the wisdom of

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the modern policy of selective selling in every line of business. Every sales manager will admit this regardless of whether he sees fit to practice it. But when we proceed to fit the same idea to groups of markets I know there will be some controversy. It will, however, fit here also.

The Department of Commerce in its "Atlas of Wholesale Grocer's Territories" gives us 183 wholesale grocery distributing centers. These are divided into areas of different colors according to the number of people in each center. There are twenty-six red areas, each representing a trading population of over a million; thirty-three orange areas, representing a trading population from 500,000 to 1,000,000; seventy-four yellow areas, representing trading populations of 200,000 to 400,000; forty-five green

areas, representing trading populations from 50,000 to 500,000, and five blue areas, representing a trading population under 50,000.

Suppose we apply our same theory of selective selling to these trading areas that we have just applied to the individual stores. When we have completely covered the red and the orange areas we have covered all centers of distribution (I do not mean cities; I mean trading areas), of 500,000 population or over. This done, we have only fifty-nine markets to keep track of and yet we have distributors in a position to reach approximately 73 per cent of the buyers of the United States.

It is interesting and highly significant to note here that the Department of Commerce figures as to the buying power of individual stores and of individual markets

Stores	Less Than \$5,000 Annually		\$100,000 and Over Annually	
	Per cent of Stores	Per cent of Sales	Per cent of Stores	Per cent of Sales
Art & Antique	34.63	3.26	2.89	33.58
Automobiles	4.07	.04	54.59	93.25
Auto Accessory	32.67	2.81	4.24	36.89
Bakery	16.09	1.88	1.16	28.77
Boot & Shoe	26.64	1.83	5.16	42.01
Building Material	9.64	.14	39.31	88.06
Cigar & Tobacco	41.39	8.68	.52	12.38
Clothing & Furnishing (Men's Ready to Wear)	20.00	1.01	7.89	60.73
Clothing Stores (Women's)	19.92	.62	16.34	77.78
Coal, Wood & Ice	31.40	1.24	13.53	70.44
Confectionery, Ice Cream & Soft Drinks	55.00	11.80	.43	10.98
Custom Tailor	49.49	3.90	3.05	52.29
Dairy & Poultry Products	28.60	.74	12.07	80.57
Drug Stores	8.15	.62	2.35	16.55
Dry Goods & Notions	30.92	2.62	3.52	48.96
Electrical Appliance & Supply	28.13	1.53	8.40	50.13
Florist	35.68	3.96	3.26	30.03
Fruit & Vegetable	35.08	5.92	1.06	15.47
Fur & Fur Clothing	11.66	.45	14.72	58.91
Furniture & House Furnishings	28.44	1.13	11.35	69.08
Gasoline & Oil Station	32.42	4.82	1.00	19.95
General Stores	20.31	1.11	10.94	64.28
Grocery & Delicatessen	27.42	3.96	1.29	15.68
Hardware	19.85	1.43	6.36	49.94
Hat & Cap (Men's & Boys')	29.59	2.57	1.78	11.42
Hay, Grain & Feed	23.40	.95	10.10	71.66
Jewelry	30.44	1.78	6.66	58.02
Meat, Poultry & Fish	11.64	1.06	2.80	22.34
Musical Instruments & Sheet Music	26.52	1.05	13.98	69.53
Office Equipment	10.97	.34	19.20	70.81
Optical Goods	23.04	1.72	6.52	37.34
Paint, Varnish & Glass	29.62	2.78	4.20	35.64
Photographic Supply and Camera	48.45	4.89	5.15	43.15
Plumbing & Heating Fixtures & Supply ..	24.23	1.27	11.42	59.31
Radio	27.66	2.18	5.78	35.10
Restaurants	25.61	2.64	3.75	34.66
Sporting Goods & Toys & Games	27.05	2.21	4.83	29.89
Stationery, Books & Magazines & Paper & Paper Goods	32.92	2.16	8.74	60.77
Trunk & Leather Goods	29.65	2.30	4.48	32.71
Variety	20.12	.48	18.90	88.86
Miscellaneous	31.89	.45	7.09	90.87

are substantially the same, although they are compiled by different bureaus of the department. Where 25 per cent of the independent stores do more than 75 per cent of the business, about 30 per cent of the markets reach about 73 per cent of the buyers. Thus we see that the selective selling principle applies to markets and groups of markets just as resultfully as to the individual store.

The old way to extend a business was to try to get "100 per cent distribution" in your home market. Then, with a great deal of band playing and some trepidation, you marched out to your next nearest market and attempted to "conquer that." The theory was that the army would finally throw out a line from one market to another until it had finally conquered the entire nation.

Here, in the Northwest, after conquering the Twin Cities, we throw our line around the Ninth Federal Reserve District; then the next question is: "Shall we move south or move east?" The great Chicago market usually frightens us. In the last twenty-five years I have seen many meritorious products go down to defeat under the policy of "waiting until we have entrenched our product a little more solidly in our home market before attempting a new one."

"But," you say, "it takes capital to open a new market, and the little markets can be opened so much more easily." I will admit the first part of your statement but to the second I must reply that the big markets can be opened much more profitably.

I am thinking of two Minnesota manufacturers selling to the retail trade who, at the time I write these words, are attempting to obtain national distribution. It happens that in 1930 the advertising appropriations of the two will be exactly equal. One has been in business for ten years and, up to recently, has always striven for 100 per cent distribution, usually starting in the small towns and working toward the cities. At present this company has distribution in ten Western States, whose total combined population equals

about 7 per cent of the population of the nation.

The other is a younger company with much less capital and its distribution is very spotted, but it is national. It covers trading areas which reach about 70 per cent of the population of the United States. It has never tried to get 100 per cent distribution in any territory. As I said before, the advertising appropriations are exactly the same; yet the one is putting this amount of money into a 7 per cent market and the other, practicing selective selling, is putting it into a 70 per cent market.

The first Scotch story I ever heard pretty well illustrates what I mean by selective selling.

An Irishman and a Scotchman were shipwrecked on a barren island with no food other than a bag of potatoes. These they divided between them, being very careful to see that each one received an equal number according to the various sizes. When the division had been made they both sat down to prepare their first meal. Sandy hunted around in his food supply until he found the very smallest potato. Pat, on the other hand, immediately picked the largest potato in his share of the bag. Sandy cautioned Pat for his extravagance.

Whereupon Pat replied: "You pick out the smallest, skimpiest potato today; tomorrow you pick out the littlest potato you have left and the next day you do the same. You're always eatin' the littlest and I should think you would be feelin' that way. Today I'm eatin' the biggest potato I've got; tomorrow I'm looking at what's left and I'm takin' the biggest potato I've got tomorrow. That's the way I intend to go through me bag. Nothing but the biggest is ever going to satisfy me, no matter how small that biggest gets!"

So, after all, I do not know but that selective selling is more or less a matter of temperament. Some sales organizations just never will work that way and others could not work any other way. There are two things certain: Selective selling has a very inspiring effect on any organization, and it does eat up the market faster.

In 60 Years—

On December 7, 1869, when the initial issue of *The Indianapolis News* made its appearance, Indianapolis was a city of less than 48,000 inhabitants.

Today Indianapolis nears the 400,000 mark . . . the political, commercial, financial, cultural and social capital of the state . . . the trading center of nearly two millions of busy, thrifty Hoosiers . . . one of America's truly *great* markets.

The place held by *The Indianapolis News* in its community may best be judged by the fact that for 35 of the 60 years of its existence, it has been outstandingly *first* in advertising volume and daily circulation. Its leadership has constantly increased because, in this prolific Indianapolis market,

The News . . . ALONE . . . Does The Job!

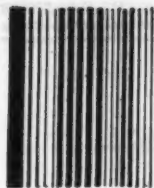


The **INDIANAPOLIS NEWS**

Sells ***The Indianapolis Radius***
DON BRIDGE, Advertising Director

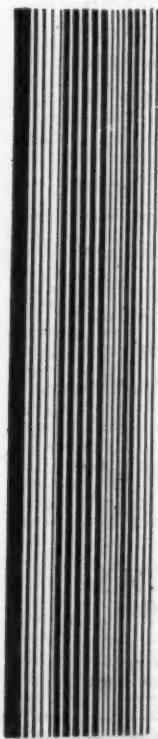
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DAN A. CARROLL
110 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.



COLOR

PLUS COMPACT, ACTIVE COVERAGE



Whether its illustrative elements require delicate pastel tones, or blatant expression in a dazzling burst of flame, colorful printers' ink is gala dress for the story that's to build sales for your product. And to make its every impression most telling . . . to reduce costly waste and duplicated circulation . . . compact newspaper coverage has no equal. Thus it is that our story of Journal Color becomes one of color plus. Color plus compact coverage . . . 95% concentrated

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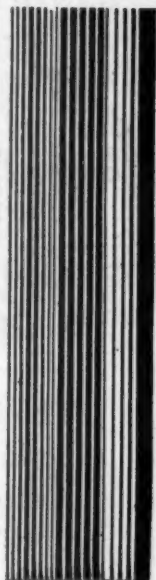
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in the New York Metropolitan area. Plus active coverage as attested by the successful campaigns for which Journal Color alone has aided in building a large and immensely profitable sales volume. Plus a reader-interest and buying responsiveness that only the largest evening newspaper reading group in America can offer.



*One of the
28 HEARST NEWSPAPERS
read by more than
twenty million people*

NEW YORK EVENING JOURNAL

NEW YORK, 9 East 40th St.

Represented Nationally by the *Rodney E. Boone Organisation*

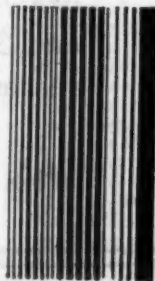
NEW YORK—International Magazine Building

CHICAGO: Hearst Building DETROIT: General Motors Building ROCHESTER: Temple Building

PHILADELPHIA: Fidelity Philadelphia Trust Building BOSTON: 5 Winthrop Square

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations





**The Detroit Times will soon
be in its new building,
a striking monument
to the Hearst
conviction that newspapers
should be devoted
to truth, justice
and public service.
It is a pledge
of unswerving fidelity
to the ideal that has
drawn 310,000 daily
and 385,000 Sunday
readers to the Times standard.**

"THE TREND IS TO THE TIMES"

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Copy Strategy Marks Jell-well Newspaper Campaign

How the Sectional Advertiser Can Intensify His Advertising in His Market against National Competitors

THE manufacturer of a sectionally distributed product has this disadvantage against the competition of his national rivals: He can only advertise in his local and sectional markets, while his competitors, whose distribution is national, can advertise locally, sectionally and nationally. But the sectional manufacturer has this advantage: He is able to synchronize his advertising and sales efforts more closely because he depends almost exclusively on his local and sectional advertising for results. For this reason his advertising can be given more detailed attention and therefore can be more skilfully adapted to the varying conditions of his market, particularly along the line of achieving a greater degree of advertising co-operation with and from his dealers.

The Jell-well Dessert Company, Los Angeles, distributes its product, Jell-well, principally in eight Western States. It also has a considerable sale in St. Louis and the Hawaiian Islands. Jell-well is a packaged gelatine dessert which sells to the consumer for 10 cents. It was put on the market in 1922 and has been advertised increasingly every year since.

Its advertising campaign for the season 1929-30 is the largest in its history. It comprises a series of full pages in color in Sunday newspapers in five principal Western cities; a black-and-white campaign in large space in newspapers in eighteen additional cities; and a supplementary campaign of single-

column advertisements, run twice weekly, in a list of seventy-four cities in California, Washington, Oregon, Montana, Idaho, Utah, Nevada and Arizona.

Jell-well winsin Paris

Serve this prize winning dessert yourself.
Enjoy its 3 exclusive quality advantages.

It's well known for many decades and tried
advertisers that Jell-well leads in the dessert
category by which a gelatin dessert is measured.

Hundreds of thousands of western women have
confirmed this conclusion also. They can see Jell-
well everywhere in their own homes.

But it is not necessary for you to take this ex-
istence as fact. You can prove for yourself which
gelatin dessert is best by making up Jell-well and any
other gelatin dessert.

Quality Jell-well is the only dessert that has been
tested and found to be the best in the world.

Flavor Jell-well is the only dessert that has been
tested and found to be the best in the world.

Price Jell-well is the only dessert that has been
tested and found to be the best in the world.

How to Order in the Future Jell-well is the only
dessert that has been tested and found to be the best
in the world.

Don't Miss This Jell-well is the only
dessert that has been tested and found to be the best
in the world.

FREE OFFER Jell-well is the only
dessert that has been tested and found to be the best
in the world.

Jell-well SALAD Gelatine Jell-well is the only
dessert that has been tested and found to be the best
in the world.

Don't Miss This Jell-well is the only
dessert that has been tested and found to be the best
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Price Is Mentioned But Not Displayed in the
Large Jell-well Newspaper Advertisements

The sales arguments presented in the large advertisements are designed to impress the housekeeper with Jell-well's quality and its "seven advantages." Price is mentioned but it is not displayed.

The single-column advertisements, which will run twice a week, have as their most prominent feature the figures "10c," printed very bold. These smaller advertisements run about nine inches in depth. Their function in the campaign is partly to synchronize with retail advertisements, particularly

chain stores, in which Jell-well is featured. Chain and grocery department advertisements, when devoted to food products, are generally sectionalized into panels for each of the items offered. The strategy of these single-column advertisements on Jell-well is to have them placed directly alongside the merchant's advertisement and thereby to spotlight the reader's attention on "Jell-well, 10c."

Most retail advertisements, especially of chain stores in which a number of grocery items are featured, are as large as a half or a three-quarter page and contain ten or twelve specials all displayed with about equal prominence. The individual items compete for the reader's attention. If Jell-well is one of the items featured, it divides its bid for attention with all the other articles advertised. The effect of the single-column advertisement when run on the same page with the retailer's advertisement, and often in an adjoining column, is not only to make the manufacturer's advertisement stand out with special prominence but also to give the product double publicity with two different displays. Should Jell-well be run in the retailer's advertisement, the single-column Jell-well display then performs the double function of being a message from the manufacturer of Jell-well and an addition to the retailer's advertisement.

Join Carroll Dean Murphy Agency

Edward O. Ham, for the last eight years a copy man with Mitchell, Faust, Dickson & Wieland, Inc., Chicago advertising agency, and, prior to that, for nine years with the advertising department of Armour & Company, also of that city, has joined Carroll Dean Murphy, Inc., advertising agency, also of Chicago.

Edwin O. Gale, formerly in charge of the Chicago Tribune newspaper advertising service, has also joined the Carroll Dean Murphy agency. His work will include market research, copy and junior contact.

New Account for Auspitz-Lee-Harvey

The National Chemical & Manufacturing Company, Chicago, has placed its advertising account with Auspitz-Lee-Harvey, advertising agency of that city.

To Publish News Magazine for Food Trades

The New Era in Food Distribution is the title of a news magazine for all food trades to be published by the Food Trades Publishing Company of Chicago and New York, publisher of *The National Provisioner*. The first issue will appear in January.

The editor is E. L. Rhoades, of the School of Commerce and Administration of the University of Chicago, who has been conducting studies in the food merchandising field.

The business staff of the new magazine is headed by C. H. Burlingame, former vice-president of the Mason Warner Company, Inc., Chicago advertising agency, who was general sales manager of Foulds Macaroni Products, and advertising manager of the Morton Salt Company.

Editorially the new publication will meet the news requirements of the wholesale and retail independent trade, the chains and voluntary chains in all branches of food distribution.

Storm & Lipser, New Advertising Business

Charles M. Storm and James S. Lipser have formed an advertising business at New York under the name of Storm & Lipser, Inc. Mr. Storm is president of the new company and Mr. Lipser, vice-president and treasurer. Edward Klein is secretary. They were formerly associated with Jules P. Storm & Sons, Inc., New York advertising agency.

Among the accounts the new company will serve are: Park & Tilford. The Tintex Company, Alfred Dunhill of London, Inc., Dunhill Razor Corporation and the Prophylactic Products Corporation, all of New York, and Isabey-Paris, Inc., of Paris.

J. H. Collins to Edit "Southern California Business"

James H. Collins has been made editor of *Southern California Business*, official magazine of the Los Angeles Chamber of Commerce. Beginning with the January issue, this publication will be developed into a general business magazine to be devoted to Southern California business affairs. It will, however, continue as the official periodical of the Chamber of Commerce, owned, published and controlled by that organization.

G. E. Crandell Joins Hall Printing Company

George E. Crandell, formerly vice-president in charge of sales and advertising of Montgomery Ward & Company, Chicago, has joined the executive staff of the W. F. Hall Printing Company.

Robert H. Flaherty, of the D'Arcy Advertising Company, Inc., St. Louis, has been transferred to the Atlanta office of that agency as manager, succeeding A. S. Cale, resigned.



" I consider Nation's Business the best publication dealing with business and governmental questions put out from any source. "

E. J. GITTINS

Vice-Pres., J. I. Case Threshing Machine Co., Racine, Wis.

Cyril Tolley Should Move to New York

Court of Appeals in England Reverses Judgment in Which Golfer Was Awarded £1,000

WHEN Cyril Tolley became annoyed because a maker of chocolate ran an advertisement in which the famous golfer was shown, he brought suit. There was a photograph, used without his permission, of Tolley making a long drive and a limerick in which the caddy intimated that eating the chocolates made by the advertiser might have had something to do with the great length of the drive.

PRINTERS' INK of July 25 told how the golfer had been awarded £1,000 damages. He told the judge that he was a stock broker, not a golfer by profession, that stock brokers were not allowed to advertise and that his standing as a stock broker had consequently been hurt.

The chocolate firm appealed to a higher court and Justice Greer of the Court of Appeals in London reversed the previous judgment. But in rendering his opinion, so disastrous to Tolley's pocketbook, the learned judge severely criticized the company's use of the golfer's photograph and expressed by inference regret that there was no legal redress for him. The photograph was not defamatory, so the British law was powerless to act. The judge understood how an amateur sportsman of the golfer's standing could object strenuously to the use of his name and picture in advertising a commodity in which he had no interest whatever.

The chocolate firm, in publishing its advertisement without first obtaining his consent, "acted inconsistently with the decencies of life," said the judge, and there should be a legal remedy. But there is none in Britain unless the publication is defamatory.

If Tolley lived in New York he would be protected by statute.

Any foolish and ill-advised advertiser, tempted to use photographs of celebrities without permission, should read carefully the

series on "The Right of Privacy" written by Boyd L. Bailey, of the New York Bar, for PRINTERS' INK.

The terms of the statute, Civil Rights Law, New York, are as follows:

Any person, firm or corporation that uses for advertising purposes, or for the purposes of trade, the name, portrait or picture of any living person without having first obtained the written consent of such person, or if a minor of his or her parent or guardian, is guilty of a misdemeanor

and is therefore liable in an action for damages and an injunction.

In other States the common law right protects the individual's right of privacy.

In Kentucky, for example, a signed release or permission from a minor is not sufficient. The advertiser must also obtain the consent of parents and perhaps other relatives. The advertiser might build a campaign around the picture of a person and his home and yet be the victim of suits by the family.


The danger of using a photograph without full consent is thus seen to be considerable and if Cyril Tolley lived in New York it is probable the original decision in his favor would not have been reversed.

V. R. Blakemore with Dearborn Agency

V. R. Blakemore, for the last three years with the advertising department of Sears, Roebuck & Company, Chicago, and at one time with the sales promotion department of the Brunswick-Balke-Collender Company, has joined the Dearborn Advertising Agency, of that city, as an account executive.

N. L. Cochran Joins Neville & Hitchings

Norman L. Cochran, formerly advertising manager of the Wilmington, Del., Star, has joined Neville & Hitchings, publishers' representatives, Philadelphia. He has been a member of the advertising staff of the Wilmington Star for the last eleven years.



Out of Ideas?

Every one of us grows stale at times, especially if working year in and year out at the same old grind.

For instance, suppose you want to get out a booklet or folder. You may find your thoughts centered on a single physical form — but we could suggest a dozen different ways of doing the same thing.

It is only logical to assume that an organization that is constantly producing good printed advertising has an accumulation of ideas that can be made to fit your business.

Just ask us for suggestions. If we are able to help, you win. If we can't, we will frankly tell you so.

 **CHARLES FRANCIS PRESS**

PRINTING CRAFTS BUILDING

461 Eighth Avenue  New York City



WHAT!

No Bogy Man

in Oklahoma City

Hardly! No crepe-hanging Bogy Man would tarry long here where some 200,000 sophisticated, well-paid, steadily employed folk laughingly turn their backs upon him with derisive and impertinent admonition, "Shoo, shoo, Bogy Man! Boo!" or facetiously tweak his nose as they pass up to the pay window and draw their regular weekly share of Oklahoma City Market—\$464,000,000 of annual, spendable wealth. Oklahoma Cityans have remained unimpressed by the Bogy's most Mephistophelean persuasiveness, or spectral whispers of, "The storm is coming. Wall Street will get you, if you don't watch out. The stock market break will break you, too, if you don't take care!" "Oh, yeah?" they have answered tritely but eloquently, and the

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New York

ed waggishly, "Well! Well!" thinking of
 ahoma City's 208-well oil field and its
 100,000 payroll. <<< Oklahoma Cityans go
 nely on their way, thinking contentedly of
 r good jobs and steady incomes; of the large
 ber and November sales gains of depart-
 t stores; of continued gains by chain drug
 food stores; of the big increases in women's
 r business; of excellent collections by high
 s stores and the continued prompt pay-
 ts on installment purchases; of the 20,000-
 e increase in Oklahoma's cotton crop and
 spread of diversification in farming methods
 oughout the State; of the steady progress
 Oklahoma City and the fact that it has been
 nsistent white spot on the business condi-
 s maps of the country for five years; of un-
 itting good business and general increases.
 With optimism born of certain knowledge,
 ahoma Cityans proceed, as usual, to buy
 erously and pay promptly for all the foods,
 gs, radios, automobiles, clothes, building
 terials and whatnots as the needs arise, or
 ms dictate. <<< If it is true that "a most
 urate meter of general business is the con-
 on and volume of retail trade," then that
 er points to EXCELLENT in Oklahoma
 . <<< There are no two ways about it—the
 ahoma City area is ALWAYS a good market
 ultivate—and keep! The Oklahoman and
 es will do BOTH jobs for you superlatively
 at ONE low advertising cost.

DAILY OKLAHOMAN OKLAHOMA CITY TIMES

The OKLAHOMA PUBLISHING COMPANY
 - - THE OKLAHOMA FARMER-STOCKMAN - WKY - -

New York Chicago Detroit Atlanta E. Kate Special Advertising Agency Kansas City San Francisco Dallas

THAT MANHATTAN TEMPO



THE • NEW YORK AMERICAN • AS NEWSY AS NEW YORK ITSELF

Whirlwind New York . . . swirling humanity . . .
millions and millions . . . the rich and the poor
. . . heedless and thoughtful . . . and yet it's a
city of unified groups . . . cohesive and one-
minded . . . for example, the million-plus who
never miss the Sunday New York American . . .
More than a million progressive and prosperous
families . . . a market worthy of your cultivation.

PAUL BLOCK, INC.

National Advertising Representative

New York

Boston

Chicago

Philadelphia

Detroit

San Francisco

The Young Man in Advertising— Where Is He Bound?

There Are Some Who Are in It to Make Their Living, Others Using It
as a Resting Place

By Roy Dickinson

OCCASIONALLY I hear some-
one attribute to young men in
advertising a certain trend of
thought or habit of mind. Every
time this happens I feel like quot-
ing—was it Voltaire?—who said,
“every general statement is false,
including this one.”

It seems to me that the young
men in advertising differ among
themselves as much as the old men
of Miami. We have in the latter
place retired millionaires, horse-
shoe pitchers, grocery men, old
rascals, old men afraid of their
wives and ninety-seven other varie-
ties. Young men in advertising
may be divided into almost as
many different classes as there are
young men. But just to make a
general statement which is untrue,
it seems to me that they divide nat-
urally into two classes—those who
are in advertising to make it their
life work and are interested in its
fundamental questions, and those
who are in it as a resting place on
their way to writing the great
American novel or taking George
Jean Nathan's place when he quits
writing. There are young men in
advertising who are clever, who
think they are clever, who are
earnest, who try to be earnest, who
are looking for information and
those who are looking for an early
marriage with the daughter of the
agency's best client.

Always interested in any young
man's viewpoint who has chosen
some form of advertising as his
method of earning his living. I
have met during the last few
weeks three different groups. The
preponderance of workers and
thinkers makes me realize in what
good hands the future of advertis-
ing really is.

Some time ago, attending a meet-
ing at which some 200 prominent
manufacturers were gathered for
the purpose of exchanging ideas, I

saw two young men who were con-
tinually in conference with white-
haired old fellows in the lobby of
the convention hall. One of them
was the fourth generation which
had carried on an old-established
business. The other said he, too,
was capable of writing an article
on the subject, “The Second Hun-
dred Years Are the Hardest.”
When I asked them why they were
talking to the old-timers, they said
that the present seemed like a good
time to them to get real dope from
people who had passed through
other financial and business up-
heavals. In order to chart their
course of action for the future,
they were going to learn by the
experience of expert mariners.
Those were young men in advertis-
ing and business looking for the
old-time viewpoint.

Also I met another group of
some fifteen earnest young men
who gather occasionally to talk
over what chance the copy writer
has to become a great novelist or
playwright. All of them were
slightly ashamed of being in the
advertising business, felt somewhat
apologetic about it and were using
it merely as a resting place. I
quoted them bits of wisdom from
the sayings of Richard Connell,
Hugh Kahler, Sherwood Anderson
and other former copy men who
made good as novelists, no two of
whom agree as to whether a man
should stay in advertising for a
long or a short time. Good luck
to this type, say I, but there is no
need of apologizing for being in
advertising. They can learn some-
thing of life, something of human
aspirations, something of help to
them if they are ever going to
make good as writers. But they
would be doing just as well or
even a little better if they took a
job as assistant purser on an ocean
liner or steward on a cattle boat,

or tried taxi driving to add to their experience.

Then recently I had the somewhat terrifying experience of being asked for almost an hour a series of questions by an audience consisting of about 100 young men, members of the Association of Advertising Men in New York. They were intelligent young men. They seemed to me to be on their way to getting somewhere in the business they had chosen for themselves. They represented all phases and branches of this big business of advertising. It was somewhat surprising to hear the breadth and scope of the questions they were interested in. Questions like these were asked: What is going to be the effect of the voluntary chain in food distribution? Should dealers charge for window display space? Can wages really be considered as purchasing power, and what is to be the effect of the stock market debacle on the future of wages and employment? What can the manufacturer who has been selling under a private brand do to turn his product into a nationally advertised one? Will chain stores give as much co-operation to the national advertiser as will the voluntary chain? What is the future of the merger? What are some of the newer developments in economies of distribution? Has sales promotion and advertising increased or decreased in previous periods of business uncertainty? What are the arguments in favor of continuity in advertising? Are fundamental copy changes advisable during a period of uncertainty?

Many other questions had to do with advertising co-operation with distributors, advertising allowances, price rebates, and technical questions both about advertising itself and details of merchandising.

These questions took on added interest when upon my return to the office I checked up with our research department and found that at least six of them were questions being asked with the greatest regularity by manufacturers who are writing in to us for information each week. Here is one phase of the young man in advertising and his viewpoint which up to now

had never occurred to me, namely: that if he has made it his life business and wants to succeed in it he is going to take from now on an added interest in the problems of his customers, the national advertisers of America.

The thought, it seems to me, is a vital one in selling. We have been told that the modern buyer has had to educate himself by a course of sales resistance to overcome the modern methods of scientific high pressure selling. Modern selling is a new type of selling. Management is turning to the man with facts bearing upon his customer's business which he presents at the point of sale in helpful fashion. He is in the position of helping his customers buy what he has to sell rather than in selling them something even against their will.

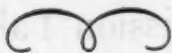
Every young man in selling could, with advantage to himself, study the questions in which his customers are interested, observe how they have met certain problems in merchandising and distribution, and by acting as a clearing house of information be of real value to the people upon whom he calls. I hope that the particular young men to whom I have referred asked me these questions with these thoughts in mind. Certainly they stuck me several times.

Surely it is also a good token for the years just ahead to discover that there is at least one type of young man in advertising who is interested primarily in the fundamentals of distribution and merchandising, who does not look upon advertising as something apart, to be apologized for, to be used as a stopping place on the way to some more important business such as writing a sonnet or a roundelay.

The more I see of young men in advertising the more pleased I am with them, the more sure I am that the future of the old business is in the safest sort of hands.

R. J. Walker with Plymouth Motor

Robert J. Walker, formerly assistant advertising manager of the Standard Accident Insurance Company, has joined the Plymouth Motor Corporation, Detroit, as assistant director of advertising.



"GREAT ARTISTS REQUIRE GREAT AUDIENCES"

No small measure of *The Evening World's* eager welcome into the family circle is due to its PRESENTATION of news. It is not a mere record of events... there is a vivid personality evident behind its dispatches. terse, accurate and compact, *The Evening World* has the full service of the Associated Press, the United Press, and the North American Newspaper Alliance. But in addition, its own far-flung bevy of correspondents and its own complete reportorial staff provide a brilliant interpretation of the passing show with intimate, personal sidelights which lend human interest, charm, and warmth to *Evening World* columns.

Thus *The Evening World* builds a newspaper in which reader interest does not stop at headlines; a newspaper in which each page is scanned and read by all the members of the family; a newspaper admirably fitted to be the BACKBONE of your advertising program in New York.

The Evening World

New York's FOUNDATION Newspaper

PULITZER BUILDING, NEW YORK

TRIBUNE TOWER
Chicago

GENERAL MOTORS BLDG.
Detroit

Trade Commission Takes Advertising Case Under Advisement

Final Arguments Are Submitted by Attorneys for Federal Trade Commission and Respondents

AT Washington, on November 29, the Federal Trade Commission held a hearing for submission of final arguments in the Commission's complaint alleging conspiracy and restraint of trade in the advertising business. Present were Commissioners McCulloch, Humphrey, Ferguson and Hunt.

The final arguments largely followed the briefs* previously filed by counsel in the proceedings. Eugene W. Burr, attorney for the Federal Trade Commission, reiterated his contention that advertising is interstate commerce, and as such, comes under the regulatory jurisdiction of the Commission. He again stated reasons to support the charge that respondents were trying to prevent newspapers from giving to direct advertisers the 15 per cent differential allowed as commission to agencies for business placed for advertisers.

Respondents in the case, which is now five years old, are the American Association of Advertising Agencies, Southern Newspaper Publishers Association, Six Point League of New York, American Press Association and the American Newspaper Publishers Association. Their counsel claimed that no evidence has been shown of unfair methods of competition and, further, that advertising is not interstate commerce, and accordingly, is not within the jurisdiction of the Commission.

As an indication of some of the points at issue which prompted questions from members of the Commission, records of the final arguments are reported, in part, in the following pages.

At the conclusion of the closing argument by Attorney Burr, Chairman McCulloch stated that the Commission was taking the case under advisement.

*These briefs were reported, in part, in **PRINTERS' INK**, October 17, 1929 issue.

Is Advertising Interstate Commerce?

Extracts from the record of the final argument before the Federal Trade Commission follow. One of the points at issue concerns the question whether advertising is interstate commerce. From the record:

Chairman McCulloch: The mere fact of sending something across a State line is not interstate commerce. If I want to have a picture enlarged, for instance, and I ship the old picture to have it framed, or have something done to it, if I ship it to the person I want to do the work, I am not engaged in interstate commerce, am I?

Mr. Burr: No; but the man who does that work is engaged in interstate commerce.

Chairman McCulloch: I know, but these people are not selling anything. They are simply sending copy from somebody else from whom they are buying space.

Mr. Burr: The advertising agencies are sending, across State lines, the flower of their work for commercial purposes, just the same as the International Text case against Pigg. There they were selling, if you please, a correspondence course, and the questions and answers went back from the pupil to the school, and the text books went back and the paraphernalia.

Chairman McCulloch: You would not contend that the pupil was engaged in interstate commerce?

Mr. Burr: No, not at all.

Chairman McCulloch: If they sent the books back and forth. But the correspondence school is so engaged because they are selling a commodity.

Mr. Burr: If you call a course of instructions a commodity; yes.

Chairman McCulloch: That is what the courts have held.

Mr. Burr: But the advertising agency is selling their services.

Chairman McCulloch: But they are not sending anything across the line, but merely furnishing the material across State lines.

Mr. Burr: But it is commercial in character. They are not in a profession, they are in a business. And what they make is what they have been working for or what they hire for. And what are they paid for doing? It is what? It is preparing a message to affect the consumer.

Chairman McCulloch: It is a service, in other words.

Commissioner Humphrey: What would

HENRY FORD has "done it again."

ANNOUNCED an increase in wages.

creases buying tendencies and advertising responsiveness.

NOW about a third of Detroit's million and a half folks are close kin to Mr. Ford, via the payroll. If they are not all on his payroll, they are on somebody else's payroll who makes something for Mr. Ford.

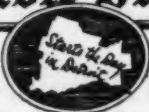
A QUARTER million families daily, a third of a million families Sunday, read The Detroit Free Press. In this group are thousands of Ford workers, thousands of other workers, thousands of all kinds of workers from executives to exhaust pipe fixers. We emphasize the word *workers*, for the circulation of this newspaper in the main is made up of people who get things done . . . than which there is no better advertising audience.

SUCH an act has two effects—financial and psychological. Both of the effects affect advertising favorably. One increases buying power—the other in-

The Detroit Free Press

VERREE &

National



CONKLIN, INC.

Representatives

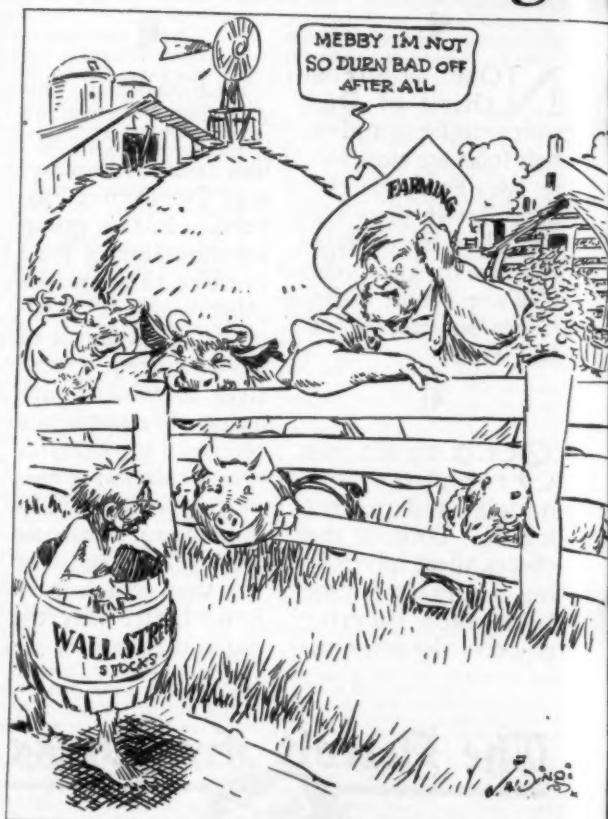
New York

Chicago

Detroit

San Francisco

"Agriculture forgin h



NO ONE HAS A MONOPOLY ON BAD LUCK
 Darling in *The Des Moines Register*

gin head!"

says the leading article in
Barron's Weekly for Nov. 11

"All the principal indices of the agricultural trend record improvement. Agricultural property values . . . have increased. It is believed that the current crop season will continue the improvement . . . the live stock industries are in excellent shape."

*All this means better business
in Iowa in 1930*

1929 has been an excellent year in Iowa, richest of all farm states. But even more money will be spent next year.

*The Des Moines Register
and Tribune*

Read by more than 200,000 Iowa families in cities, small towns and on farms.

P. S. Iowa is now letting contracts for 800 miles of concrete paved highway to be constructed in 1930. This year Iowa built 735 miles of paving.

AIMING STRAIGHT



In advertising as in geometry, the shortest distance is the straight line. Magazines which fail to specialize fail to carry your message straight to your objective.

To sell the farm woman is to sell the farm field. Because farm women dominate the purchases in the farm field, **THE FARMER'S WIFE** is the only woman's magazine in this great market.

Through its pages the advertiser aims straight at the purchasing power in rural districts. **THE FARMER'S WIFE** is the only magazine published exclusively for the farm women.

THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Advertising Office
1806 Bell Bldg.
307 N. Michigan Ave.
Chicago, Ill.

Wallace C. Richardson, Inc.
Eastern Representatives
250 Park Avenue
New York City

Member Audit Bureau of Circulations

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be the difference between that, if you would hire a lawyer up in New York to prepare a contract for you and ship it to you?

Mr. Burr: This is commercial and that wouldn't be, that is the difference.

Commissioner Humphrey: Why is this commercial? These men are performing a service and drawing advertising agreements. You hire a lawyer to draw a contract. He is an expert in that. He draws it and sends it to you. You would not say a lawyer was in interstate commerce.

Mr. Burr: Now, then, what do they do when they get through? Everything they do is looking toward getting that message over. Now, that message is what they have sold to the advertiser, but they don't deliver it to the advertiser, except in preliminary stages, they deliver it to somebody who is going to use it in a newspaper as a message.

Commissioner Humphrey: They do not handle any goods.

Mr. Burr: No.

Commissioner Humphrey: They do not sell anything except their service.

Mr. Burr: No. But they sell their message to the public.

Chairman McCulloch: * * *

... It looks to me like the Supreme Court holds that the contract itself, the matter of printing, the regular printing is not interstate commerce, but that the circulation of papers constitutes interstate commerce, and that the contract with the publisher is not interstate commerce. That is the way that sounds to me.

Mr. Burr: I do not think that the publication of one advertising contract and tying that up is a criterion.

Chairman McCulloch: If that isn't interstate commerce the publication of 1,000 would not make it so.

Mr. Burr: It is a question of whether it is direct or remote.

Chairman McCulloch: The Supreme Court says here very plainly that the circulation and distribution of the printed matter, conceding that to be interstate commerce, that the contract with reference to it has no relation to it. It looks like that is what that language means.

Price Cutting and Agency Commissions

Mr. Beatty: (Counsel for A. N. P. A.) That brings us to a question, a broad national question on which this Commission has taken the stand—and we think we are right in calling it a noble stand—that it is un-American, that it is destructive of sound business principles to rebate or split secretly commissions with anybody.

What happens? The direct advertiser comes. He does not render a thing to the newspaper. We would not have the sale, perhaps; we might not have the sale of 70 per cent of the products that are sold in this country if there had not been some upbuilding of the question of interest of the public.

The man who wants 15 per cent advertising agent's commission comes to the publisher and he says, "I know you have got your card rate; I know I am not an advertising agent; I know you pay commissions to advertisers. They are the middle men, agencies. Agents usually all over the country do get commissions. But you give me that 15 per cent and do it secretly." Mr. Firestone says, "Do not tell the Goodyear people or the Fisk or the United States Rubber people that you are giving it to me; but I am going to get my business so integrated that I am going to make a little more money for myself and then sell at the same competitive prices tires to the public."

Is that the kind of price competition that this Commission approves? The whole difference between Mr. Burr and ourselves is just one thing: He is the champion of illegitimate price competition. We say, have all the price competition in the world in the newspaper field, but have it in the card rates. . . .

Commissioner McCulloch: That is true where the sale of commodities is a violation of the Clayton Act.

Mr. Beatty: Yes.

Commissioner McCulloch: We do not announce our view except it is a violation of law or violations of law. We business people take a different view of it. Take price-cutting, for instance. Price-cutting is regarded as uneconomical by business people generally, and yet the law forbids an agreement against price-cutting and we have to carry it out. A great many business people think that price-cutting is unethical and ought to be stopped, but the Act of Congress says you can't stop it by an agreement.

Mr. Beatty: It is against the law, but the principle declared by this Commission is a sound principle. It is a principle that is urged in these trade practice conferences. It is urged by the thinking business men of the country: that there should not be secret rebates, there should not be given commission, an unearned commission.

Recognition and Credit Ratings

Chairman McCulloch: Do the non-recognized agencies get this 15 per cent?

Mr. Burr: Recognition means you get the 15 per cent. But the papers may recognize you and you might get it. If the paper recognizes you, the individual paper, that means you get the 15 per cent.

Chairman McCulloch: But unless some form of recognition is had, either through the A. A. A. or through official recognition they do not get the 15 per cent, is that it?

Mr. Burr: You must be recognized by a publisher or by a publishers' association, or you will not get the 15 per cent from him even if you put advertising in his paper.

Chairman McCulloch: Now I understand that some of the publishers recognize individuals and some do not.

Mr. Burr: Yes, sir, and some do not.

Some just simply say, "We will stand for A. P. A. recognition. If you are good enough to get that, all right."

Chairman McCulloch: So the question of recognition does not relate entirely, as I understand from your argument, to the question of credit, does not embrace only the question of credit but also the question of recognition?

Mr. Burr: Right.

And now, then, it would be perfectly legitimate for them to run a straight credit list, that is all right, but when they hand to their members a credit list, which their members must use as a matter of convenience, and then put in there a requirement that you must be a bona fide agency they have then loaded their list with something that has no business in there, they have loaded it with something which is designed to prevent price competition among agencies. And it is an exceedingly efficient means of doing it. They have then fixed it up where an office instrumentality has become a means for complete price fixing among agencies.

Chairman McCulloch: I understand you to say now that an application made for recognition if they do not get it they may be able to do business with some publishers, but they are denied doing business with many of the publishers who are members of the association?

Mr. Burr: Yes, sir. And it is putting the publisher to this dilemma: The credit man of the publisher, if he has got an appropriate recognition to go on, can always say, if he guesses wrong and the advertising agency fails and they have to sue and have trouble, he can always say they were on the A. P. A. list. And that is a perfectly good excuse to the publisher or to the newspapers.

But if the agency is not recognized by the A. P. A. the credit man is taking a chance on somebody. Now that credit man cannot afford, unless he investigates and keeps investigating a non-recognized agency not recognized by the association, he cannot afford to fool with that fellow unless he keeps after him and finds out whether his credit is good or not.

Commissioner Ferguson: Well, is there any guarantee?

Mr. Burr: I beg your pardon?

Commissioner Ferguson: There is no guarantee, is there, of the credit or standing of these people?

Mr. Burr: No; no.

Commissioner Ferguson: Is there anything in the evidence to contradict the idea that it is fairly optional with the publisher as to whether he takes a man from their list, or takes one who isn't on there?

Mr. Burr: The publisher wants to fill his columns and to take all the advertising he can take, and still be so he can get his money. Is that the answer?

Commissioner Ferguson: I just wanted to know if you have any evidence that proves or tends to prove that there is an agreement between the publisher and the advertising agency association that the publisher will place his advertising with one of these recognized agencies? Is there anything tending to prove that?

Mr. Burr: There is plenty of proof.

Commissioner Ferguson: Any direct proof—positive proof?

Mr. Burr: There is plenty of proof that there is reciprocity between the agencies and the publishers looking toward the publishers not making net rates to anybody. Does that answer you?

Commissioner Ferguson: It does in a way. But my inquiry was mainly directed to the point as to whether or not there was any evidence that there had in any instance, for instance, been any agreement between any particular publisher and any agency that they would only place their advertising with one of these accredited agencies.

Mr. Burr: Why, the understanding does not go between one individual and another. The understanding goes between the groups, not the individuals.

No Secret Pressure

Commissioner Ferguson: Mr. McKercher [counsel for A.A.A.A.], do you mean to say that the advertising agencies brought no pressure to bear whatever upon publishers to induce them not to take advertising from direct advertisers?

Mr. McKercher: I don't contend that they brought no pressure at all. But whatever pressure they brought was done openly or in published speeches. There was no conspiracy or connivance. There is nothing in the case that indicates that surreptitiously, behind their backs, the backs of the advertising industry or anybody else with an interest in it, these companies went ahead and threw out Vick and Firestone and Baker Robinson. That wasn't it at all; no.

Is Agency Commission a Rebate?

Mr. Hanson [counsel for A.N.P.A.]: The record of this case is unfortunate in that while the associations have condemned the vicious practice of rebating since 1887 and on down, and I doubt that when this proceeding was brought there was ever a meeting of my association that they did not condemn it, they had been a little quiet since you started after them about admitting it, but I think they still believe that rebating is wrong. I think anybody does. But the fact is that the curse of rebating has been fixed in the industry.

Chairman McCulloch: You continue to call that rebating. I don't see why.

Mr. Hanson: Your own Examiner calls it rebating.

Chairman McCulloch: Some people come in and say "I didn't want the services of this advertising agent; I wanted my own preparation." That is not rebating. I may be right or I may be wrong in giving him the discount, but it is not a rebate.

Mr. Hanson: I think it is. I think it is a rebate because here the newspaper has a card rate and the 15 per cent commission is paid for that thing, and that is the advertising agency's service to the newspaper in developing business and saving us trouble.

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When I Met Her Last Night She Was Smoking, as Usual!

AND she's a *grandmother*, too!
These modern females, you know, don't give a *rap* about cobwebby conventions. They smoke the brand they please. And, believe me, they *enjoy* it. Debutantes, demure housewives, divorcees, dowagers, doddering grandmas—here are the girls who are making tobacco barons put on *night shifts!* ▲ ▲ ▲ *Moderns*, by gad, *every one of 'em!* So's their old men! *Modernly minded*. Alert. Progressive. The kind of people who say, "*We prefer The Examiner because it, too, is so modern!*" ▲ ▲ ▲ Space buyers know the spendable *difference* between moderns and mossbacks. That's why they have placed 117,802 more lines of tobacco advertising in *The Examiner* than in the next morning and Sunday paper for the first ten months of this year! *October* figures, in fact, show us with a gain in national tobacco lineage of 11,172 lines, while "they" gained but 818 lines. "What a *whale* of a difference just a few 'sense' makes!"

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

Chairman McCulloch: Suppose a direct advertiser comes in and says "Here is my copy. I have the money. I am ready to pay it?"

Mr. Hanson: If he comes in and pays our rate we are all right, but if he comes in and says "I want this less than my competitor," I say "No, you have got to pay our rate for it."

Mr. Beatty [counsel for A.N.P.A.] referred to insurance. Suppose I want \$100,000 worth of insurance. I go to the New York Life or to you. I say "All right. I will take this out with you people if you will let me have it less the discount you pay for the agent the first year and give me the benefit of the renewal discounts thereafter."

Does Advertising Increase Cost of Goods?

Chairman McCulloch: Suppose that the salesmen of a large manufacturing concern, or large distributing concern, should get together and enter into an agreement as to their wages, according to your argument would not that be within the jurisdiction of the Federal Trade Commission? Would it be a burden upon the distribution?

Mr. Burr: No, I do not think so.

Chairman McCulloch: What is the difference between the price of the advertising and the price of the distribution? If one is a burden, isn't the other a burden from the interstate commerce standpoint?

Mr. Burr: Why, it seems to me that this is the situation here—

Chairman McCulloch: (Interposing) Take any of the trades. That is a suggestion. But suppose the plumbers, for instance, could fix the prices for their work. Does not that burden the sale of plumbing supplies to an extent?

Mr. Burr: No. That again is your local proposition. That is not interstate commerce any more than getting coal out of the mine in the Coronado case. That belongs not to commerce but to the local situation.

Chairman McCulloch: That is true. That illustration relates to a local transaction. But doesn't it illustrate the fact that the price of the commodity that is fixed in agreement must control? If that commodity is not in interstate commerce and it cannot be connected up with the article that is distributed. In other words, if the sale of space by newspapers is not interstate commerce then can you tie on that to the distribution of goods so as to make the transaction within the jurisdiction of the Federal Trade Commission?

Mr. Burr: If the Court please, I would like to—

Commissioner Humphrey: (Interposing) Mr. Burr, is not your sole contention with regard to advertising, when you go down to the last analysis of it, isn't it your contention that the advertising increases the cost of the goods, that they sell in interstate commerce, and therefore it is a burden because they have to pay more than some others?

Mr. Burr: Oh, no. My case does not say advertising itself perceives a burden.

Commissioner Humphrey: I know, but you are complaining here that these direct advertisers have to pay more for their advertising. That is the burden of your argument, isn't it?

Mr. Burr: I beg your pardon.

Commissioner Humphrey: You are complaining here that the conspiracy of the newspapers is that the advertiser has to pay more for his advertising.

Mr. Burr: He has to pay it, and he has to pay more if he handles it the way he wants to handle it.

Commissioner Humphrey: Yes, sir.

Mr. Burr: And that fact means that he must handle it the way they say because he cannot pay double cost.

Commissioner Humphrey: And then you carry that on and say it increases the cost of goods, and increases the cost to the consumer. In other words, your sole argument is that by this method they increase the price of their goods. If not, what is your contention as affecting interstate commerce?

Mr. Burr: My contention is that the respondents have no business to take and regulate the national distributors' method of disposing of his goods. . . .

Information Rights of Publishers

Commissioner Ferguson: Is that an application form to belong to the association?

Mr. Burr: No; no, an application for recognition. The agency makes an application to the publishers association that it be placed upon the recognition list of the agencies. Now, in order to be recognized they have to sign this application blank, which has a great many questions with regard to their financial standing and credit, but it also contains the questions as to whether or not they affiliated with any advertiser, and whether or not they ever split their commission, their differential, with any advertiser.

Commissioner Ferguson: What happens to them if they do?

Mr. Burr: Nobody has ever had the audacity to put in an answer that he split any differential with the advertiser.

Commissioner Ferguson: Well, is there any threat?

Mr. Burr: The question is a threat with all the propaganda they have been giving out.

Commissioner Ferguson: They just do not allow any 15 per cent if he consents.

Mr. Burr: He knows better than to apply for admission if he says he does.

Commissioner Ferguson: Isn't that just an assumption on your part?

Mr. Burr: Why, you cannot read 10 per cent of that record without knowing it to be true.

Commissioner Humphrey: Is not that information they have a right to know? Haven't they a right to find out who they are dealing with and to ask that question?

Mr. Burr: They have a right to finan-

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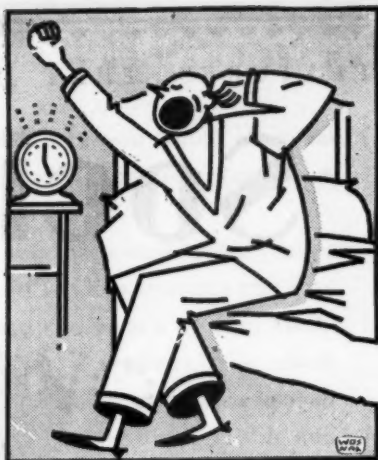
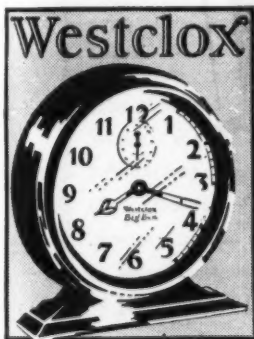
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One of the 506 EXCLUSIVE ACCOUNTS



Examiner readers by the scores of thousands awakened to a pleasant daily prospect—better-than-average incomes to indulge wider-than-average desires. That's why Westclox exceeded San Francisco sales quotas during 1928 with exclusive Examiner advertising . . . And why 505* other Nationally Advertised Products could cover profitably this rich market with a single newspaper—the San Francisco Examiner.

* 102 Automotive and Financial Accounts, also exclusive, bring this 1928 total to 608.

SAN FRANCISCO EXAMINER

One of the 28 Hearst Newspapers
read by more than 20 Million People.

W. W. CHEW
285 Madison Ave.
NEW YORK CITY

A. R. BARTLETT
3-129 General Motors Bldg.
DETROIT

J. D. GALBRAITH
612 Hearst Bldg.
CHICAGO

T. W. MACMILLAN
625 Hearst Bldg.
SAN FRANCISCO

FEATURES THAT MAKE THE SU

Society



THE "BY WAY OF MENTION" COLUMN ON the Society Pages of The Sun is the most exclusive social gazette in America. It chronicles only the doings of people whose position in society is unchallenged. No other New York newspaper has such strict standards.

Yet this column, which is a heritage from the palmy days of the Four Hundred, does not cramp the style

E SU **PRODUCTIVE FOR ADVERTISERS**

of the rest of the Society Pages—on which all social news of sufficient importance is covered. ▲ ▲ ▲

Close touch with the sources of genuine society news enables The Sun to give its readers accurate and intimate reports of who's who and what's what in exclusive circles. Entertainments, receptions, teas, charities, debuts, births, engagements, marriages are all faithfully reported in a manner that is agreeable and interesting to the discriminating readers of The Sun.

PEOPLE IN SOCIETY AND PEOPLE

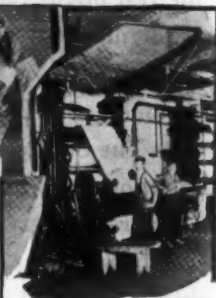
who want to know about society read the Society Pages of The Sun. That's why advertisers appealing to exclusive circles find the columns of The Sun extremely useful in building prestige and in developing sales.

The Sun

NEW YORK

The Newspaper of Distinction in its Readers, its News and its Advertising

Paper and The Booth Newspaper Area



Michigan

PAPER making and paper products are other important industries of The Booth Newspaper Area and Kalamazoo, Michigan has won world renown as a center of production.

Paper products have become one of the necessities of life and many nationally known paper articles claim Kalamazoo for their home.

The wide diversity of industry found in The Booth Newspaper Area makes for continued prosperity. The wide and thorough coverage of Booth Newspapers in this market makes it a profitable place to advertise.

Advertising dollars go farther and do more when invested in The Booth Newspaper Area—inquiries for data regarding your particular products are solicited.

Grand Rapids Press
Flint Daily Journal
Saginaw Daily News
Kalamazoo Gazette
Jackson Citizen Patriot
Bay City Daily Times
Muskegon Chronicle
Ann Arbor Daily News

Combined Net Paid
Circulation

281,668

As made to A. B. C.

For Period Ending
September 30, 1929

I. A. KLEIN
Eastern Representative
50 E. 42d St., New York

J. E. LUTZ
Western Representative
180 N. Michigan Ave.
Chicago

BOOTH NEWSPAPERS, Inc.

Central Office, 2500 Buhl Bldg., Detroit, or Any Newspaper Listed

cial information, I have no doubt, but they do not have any right to make a price with a client.

Commissioner Humphrey: If you are making a contract don't you have a right to ask any question you please?

Mr. Burr: I beg your pardon?

Commissioner Humphrey: I say, if you are making a contract don't you have a right to ask the other party any question you please?

Mr. Burr: I do not think you have any right to get information from a man as to prices, or whether he is in this price combine.

Chairman McCulloch: Doesn't it all come down to a question of 15 per cent? That is the whole meat of this case.

Mr. Burr: But I want to show you the co-operation of the A. P. A. in presenting this matter. Now, the idea is this, under the guise—but, first, let me say that among their requirements for recognition is that a man must be a bona fide agency so-called. Now, the bona fide agency is not an agency which splits the differential in any case with the advertiser. That is pronounced in their bulletins. They pronounce it in their resolutions that the splitting of the differential is immoral, and one of the words is unethical, and that it must not be allowed to be continued.

Chairman McCulloch: Mr. Burr, in the absence of any agreement fixing prices in interstate commerce, they can do as they please in selecting people to do business with.

Mr. Burr: They are doing it in harmony with the A. A. A., which is a part of the same program.

Chairman McCulloch: Your whole case depends upon establishing an agreement to control this 15 per cent discount.

Whitefield Products Account to Dorrance, Sullivan

The Whitefield Citrus Corporation, Long Island City, N. Y., and its two subsidiary companies, the Whitefield Citrus Products Corporation of California, Ltd., and the Whitefield Citrus Products Corporation of Florida, will immediately start marketing activities for Whitefield orange juice, orange butter and grapefruit juice.

"Whitefield Genuine Orange Dry" will be announced as a new orange beverage to be placed upon the market at the time of the opening of the spring beverage season.

Dorrance, Sullivan & Company, Inc., New York advertising agency, has been retained to handle the advertising of all Whitefield products. Contracts are now being made for grocery, drug, hotel and restaurant, hospital, bakers, candy and bottler trade papers. Newspaper advertising will be used in introductory opening of new territory, State by State, over a large area, starting in January.

Glidden Has Larger Sales

The Glidden Company, Cleveland, reports sales amounting to \$4,082,669, during the month of October, as compared with \$2,735,292, for the corresponding month of last year. This represents an increase of 49.2 per cent for October, 1929.

Grocery Store Products to Acquire Yuban Coffee

Robert M. McMullen, chairman of the board of Grocery Store Products, Inc., has announced the formation of a group of capitalists to take over the Yuban coffee division of Arbuckle Brothers. Others in the group include George K. Morrow, chairman of the board of the United Cigar Stores and the Gold Dust Corporation; Oliver G. Jennings and George S. Brewster, of the Standard Oil Company; John B. Elliman; and James M. Hills and H. H. Mills, president and treasurer, respectively, of Grocery Store Products, Inc. It is expected that Mr. Jennings and Mr. Brewster will be elected to the board of Grocery Store Products, Inc., and that Yuban Coffee, Inc., will become one of the divisions of Grocery Store Products, Inc.

In addition to Yuban coffee, Grocery Store Products now controls Toddy, Fould's macaroni, Jacob's mushrooms and Kitchen Bouquet.

To Represent Advertising at Hoover Conference

The business of advertising will be represented at the conference which President Hoover has called to Washington today by the presence of the following: Kerwin H. Fulton, chairman of the board of the Outdoor Advertising Association of America; Bernard Lichtenberg, president of the Association of National Advertisers; Stanley Resor, president of the J. Walter Thompson Company; and John Benson, president of the American Association of Advertising Agencies.

The conference will consider measures looking to the maintenance of business activities at their present high levels. Mr. Lichtenberg will submit the results of a survey conducted among members of the Association of National Advertisers with reference to their advertising appropriations for 1930.

Plan J. C. Penney-Sears, Roebuck Merger

A merger of the J. C. Penney Company of Sears, Roebuck & Company is being considered, according to reports circumstantially confirmed by Julius Rosenwald, chairman of the board of Sears, Roebuck & Company. Sears, Roebuck has in recent years branched out into the chain-store field and now has more than 300 stores in various cities. Its total business this year is estimated at about \$425,000,000 by R. E. Wood, president. The J. C. Penney Company operates more than 1,200 stores, and its business for this year has been estimated at \$200,000,000.

J. F. Rolfe to Publish Hartford "Times"

John F. Rolfe, formerly general manager of the Hartford, Conn., *Times*, has been appointed publisher of that paper, and Charles C. Hemenway has been made editor.

Ontario Publishers Form Association

The Ontario Associated Dailies was recently formed by the publishers of several Ontario daily newspapers. A. R. Alloway, of the *Oshawa Times*, was made president of the organization. Other officers are: Allan Holmes, of the *Galt Reporter*, vice-president, and C. D. Dingman, of the *Stratford Beacon-Herald*, secretary-treasurer.

T. G. Vatcher, formerly managing director of John Taylor & Company, was appointed director of national advertising activities for the group of papers represented in the association. He will establish offices at Toronto.

The papers associated with the organization so far are the *Oshawa Times*, the *Galt Reporter*, the *Stratford Beacon-Herald*, the *Sarnia Canadian Observer*, the *St. Thomas Times-Journal*, the *Owen Sound Sun-Times*, the *Sault Ste. Marie Sault Star*, *Peterboro Examiner*, the *Niagara Falls Review* and the *Welland-Port Colborne Tribune*.

Joins Essig Aero Advertising Service

Tom P. Mathews, formerly advertising manager of the Ryan Aircraft Corporation, and, prior to that, advertising manager of the Los Angeles-San Diego Airlines, has joined the Essig Aero Advertising Service, Los Angeles, as an account executive.

C. M. Hammond with United States Rubber

C. M. Hammond, formerly regional sales promotion manager at Flint, Mich., of the Chevrolet Motor Company, has been made promotion and dealer co-operation manager of the United States Rubber Company, Detroit.

Book Account to Wells Agency

The Christian Science Publishing Society, Boston, has appointed the Wells Advertising Agency, Inc., Boston, to direct the advertising of "The Life of Mary Baker Eddy," by Sibyl Wilbur. Metropolitan newspapers are being used.

D. S. Harris with Seattle Office of McCann

Donald S. Harris, formerly an account executive with the San Francisco office of The H. K. McCann Company, is now with the Seattle office of that agency, in the same capacity.

To Represent "National Waterways"

National Waterways, Pittsburgh, has appointed the Charles D. Sternfels Corporation, publishers' representative, New York, as its Eastern advertising representative.

To the Aid of Knotty Problems

THE CROWN OVERALL MFG. CO.
CINCINNATI, Nov. 21, 1929.

Editor of PRINTERS' INK:

Thank you so much for sending me the bibliography listing articles relative to buying and merchandising methods of chain stores. Such service is a valuable asset to all advertising and sales departments, and I have often wondered what we would do without PRINTERS' INK references, especially when we encounter so many knotty problems in the highly competitive markets of today.

O'NEIL GOODWIN,
Advertising Manager.

Miss E. R. Tolton Joins McCann Agency

Miss Edith Raye Tolton has joined the Cleveland office of The H. K. McCann Company as assistant account executive. She has been engaged in special work in the field of home economics.

N. S. Parsons Joins Burton Bigelow

Nathan S. Parsons, formerly with Winsten & Sullivan, Inc., and the Percival K. Frowert Company, Inc., both of New York, has joined Burton Bigelow, Inc., Buffalo, N. Y., advertising agency.

R. E. Vernon with "Physical Culture"

Roger E. Vernon, formerly with *Judge*, New York, and the Condé Nast Publications, has joined the advertising staff of *Physical Culture*, New York. For the last two years he has been a representative of the Newsstand Group.

Carl Fowler with Wilson & Company

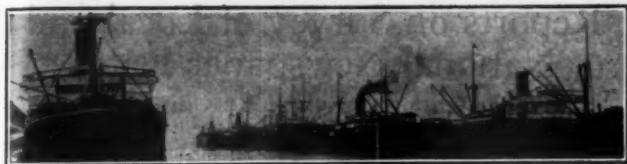
Carl Fowler, recently president of the Fowler-Straub Packing Company, Kansas City, Mo., has been appointed manager of the branch house department of Wilson & Company, Chicago packers.

To Represent Manchester Publications

The Associated Advertising Representatives, Chicago, have been appointed advertising representatives, in the Middle West, of the Manchester Publications, San Francisco.

Appoints McClure & Wilder

The Alliance Manufacturing Company, Alliance, Ohio, maker of Do-It-Klip grass shears and pruners, has appointed McClure & Wilder, Warren, Ohio, advertising agency, to direct its advertising account. Business papers, magazines, newspapers and direct mail will be used.



8,000 Ships

Call Annually at Los Angeles Harbor

Commerce at Port Los Angeles now amounts to more than 25 million tons a year, valued at more than a billion dollars.

Today approximately as much cargo is handled in 1 month as was handled in 12 months ten years ago.

The Los Angeles Times has taken a foremost part in making Los Angeles one of the world's great ports. Single-handedly it won the fight for a free harbor, and continuously and aggressively has promoted all branches of shipping.

Tireless energy in fostering the legitimate business interests of its field has gained for The Times a correspondingly high degree of loyalty. Those who farm, who mine, who manufacture, who ship, who sell, and all who depend on these industries for their livelihood, look upon The Times as the staunch instrument that safeguards and advances their welfare.

The Los Angeles Times is strictly a 'Los Angeles market newspaper, owned, edited and circulated therein. Its home-delivered circulation exceeds that of the second morning newspaper and the largest afternoon newspaper combined.

Los Angeles Times

Eastern Representatives: Williams, Lawrence & Cramer Co., 309 N. Michigan Blvd., Chicago. 235 Madison Ave., New York. Pacific Coast Representatives: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

Reports on Survey of Local and National Newspaper Rates

Analysis Shows That More Newspapers Are Charging an Increased Rate for National Advertising as Against Local

THE Association of National Advertisers has completed a survey, the results of which are compiled in a bulletin entitled, "A Comparison of Local and National Newspaper Rates." A total of 665 papers are listed and local rates are given on 603. From the data gathered, the association concludes that the trend from 1925 to 1929 reveals that there are more newspapers in 1929 charging an increased rate for national advertising as against local.

topic of discussion by John Benson, president of the American Association of Advertising Agencies at a recent meeting of the Six Point League of New York. In the opinion of Mr. Benson the advertising business is building a "Frankenstein monster in its midst," the monster of a growing volume of national advertising placed at local rates.

In a letter accompanying its questionnaire, the Ayer agency expresses the conviction that local

Per cent of rate differences		Trend 1925 to 1929		Per cent of newspaper	
National rate				1925	1929
Same as local or less.....				33.7	30.6
Up to 15 per cent higher than local.....				22.6	21.2
15 to 30 per cent " " ".....				33.7	25.2
30 to 50 per cent " " ".....				9.2	17.1
Over 50 per cent.....				.8	5.9

The 1925 figures are based on 500-inch rates and the 1929 figures on 5,000 lines.

A detailed comparison showing the trend between 1925 and 1929 is made in a summarized table which is reproduced on this page. In order that both moderate and large users of newspaper space may judge how they are affected by the rate differences, the bulletin carries two tables. On a 5,000-line rate it is shown that 17 per cent of the papers have national rates lower than local, 14 per cent have the same, 69 per cent have national rates higher than local, while 25 per cent of all papers in the table have national rates that are over 28.1 per cent higher than local.

In the table recapitulating the lowest rate differences, about 10 per cent of the papers had national rates equal or lower than the local, 90 per cent were higher and 71 per cent charged national rates that were more than 28.1 per cent higher than the local.

The question of national versus local rates is one that is up for discussion in a number of quarters. It is the subject of a questionnaire which N. W. Ayer & Son, Inc., has sent to newspapers and it was the

rates should be accorded to what is clearly retail advertising, and national rates applied to what is unquestionably national advertising, otherwise local and national advertisers suffer inequity.

"Every national advertiser," to quote the A. N. A. study, "knows only too well that most newspapers do not charge the same rate for local and national advertising." Many members, it is stated, have expressed a need for a compendium which would assemble in one place data on the existing differentials in the rates charged by all papers, and the bulletin is designed to fill that need.

The study was commented upon by Mr. Benson in his talk. He stated that he was having copies sent to all members of the American Association of Advertising Agencies.

Celotex Income Increases

The net income of the Celotex Company, Chicago, for the fiscal year ended October 31, amounted to \$1,425,000, as compared with \$1,380,622, for the previous year.

INVESTMENT'S BIG CUSTOMER

◆

DOCTOR, lawyer, merchant, chief—all buy stocks and bonds. But investment's Big Customer is the business man. As an individual, he has his own money to invest. As the administrator of a business, he influences its investments and selects the underwriters of its own securities.

In *The Business Week*, investment houses reach the Big Customer through his primary interest—business. Fifty-two times a year, they can register the name and prestige of the house. And with only a week between plates and prospects, investment advertising in this fastest news-weekly can offer specific issues, can take timely advantage of every opportunity.

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THE BUSINESS WEEK

A Journal of Business News and Interpretation

NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT
ST. LOUIS • PHILADELPHIA • BOSTON • CLEVELAND
GREENVILLE • LOS ANGELES • LONDON

A MCGRAW-HILL PUBLICATION



The Sunpapers' Circulation in November

Daily (M & E) 298,203

THE
MORNING


EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

C. GEORGE KROGNES
First National Bank Bldg.
San Francisco

GUY S. OSBORN
366 N. Michigan Ave., Chicago
JOSEPH R. SCOLARO
General Motors Bldg., Detroit
A. D. GRANT
Constitution Bldg., Atlanta, Ga.

17 Parishes Shop on Canal Street

Seventeen parishes—"parish" is Louisiana for "county," you know—do most of their buying on Canal Street.

Canal Street . . . New Orleans' greatest retail thoroughfare . . . department stores, jewelry stores, music stores, drug stores . . . every kind of retail outlet that means climbing sales totals for manufacturers and distributors.

And to Canal Street they come . . . busy, milling throngs of buyers . . . not only from uptown and downtown New Orleans, but by bus, train, automobile, airplane from the 17 parishes in the New Orleans city-suburban radius.

750,000 people live in this city-suburban radius and there are 30 suburban towns of a thousand or more population. New Orleans is their city, their buying center.

There is only one medium through which this suburban buying power and the city power can be directed . . . that medium is the dominant newspaper of the New Orleans market—

The Times-Picayune

IN NEW ORLEANS

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: Conc, Rothenburg and Noe, Inc.

Pacific Coast Representatives: R. J. Bidwell Co.

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Curing Salesmen of the Sample Order Habit

If Thoroughly Sold, Buyers Will Not Place Small Orders

By Charles A. Emley

Sales Promotion Manager, De Long Hook and Eye Company

ONE of the most perplexing problems confronting the sales manager is how to cure salesmen of the sample order habit. It is an expensive habit, as every sales manager knows, for it costs proportionately more to fill a small order than it does to fill a large one.

Most firms, of course, would welcome sample orders were they reasonably sure that larger orders would follow. Ordinarily, though, this assurance is lacking because the average sample order does not include sufficient quantities of the various products to enable the buyer to give the line a fair trial. Naturally, small quantities mean weak displays with the result that the products do not sell as briskly as the buyer believes they should. He, therefore, refuses to order more and the salesman and his firm lose a potentially profitable customer.

Looking at it from another angle, if the buyer's monetary investment in a line is small, the chances are he will not give the line the serious consideration it deserves. If, on the contrary, his investment is large enough, he will be likely to take an active interest in the line—display it prominently, recommend it, advertise it.

An analysis would doubtless reveal that the vast majority of sample orders result from the failure of salesmen to sell buyers thoroughly. Instead of stressing the volume possibilities, the profit, etc., the salesman "plays" for a trial order, and usually he gets what he "plays" for.

Realizing this, the De Long Hook and Eye Company continually emphasizes to its salesmen the importance of selling buyers thoroughly. A few weeks ago, to prove that there is a decided difference between *selling* a buyer and

selling him thoroughly, a De Long salesman called on the buyer for a large wholesale firm purposely to show him a new product. The buyer is one of those nervous, excitable individuals, ostensibly always busy. Hardly had the salesman begun to unravel his story when the buyer said rather impatiently: "All right, send me a couple of gross. I'll try it, but I haven't time to talk to you this morning." The salesman tactfully, courteously, informed the buyer that it is not his custom to sell anybody a "pig in a poke."

"Mr. Jones," he said, "I can tell the whole story in a few minutes and if you listen to it before you place an order, I'm sure you will be better satisfied afterward."

The buyer listened. When the salesman had finished his story, the buyer placed an order five times larger than the one he had intended to place originally. Thus the salesman by selling the buyer *thoroughly* on the quality of the product, on the put up, on the profit, on the selling possibilities and *on the idea of pushing* it was rewarded with a sizable order and a loyal, progressive distributor.

For every salesman who grasps an opportunity like this there are several who take the line of least resistance—accept the first order offered to them regardless of its size. Then, too, there come times when even the most alert, aggressive salesman, discouraged because of the scarcity or total lack of "regular" orders, drops the bars and lets in sample orders to "make some sort of showing." How can this habit be broken? Perhaps it can never be broken completely, but De Long has evolved a plan that checks it to a considerable extent.

It is known as the "Minimum Shipping Quantity" plan. Some

years ago De Long established a minimum shipping quantity for each product and save in rare instances no order is accepted for less than the minimum quantity. The quantities were not decided upon arbitrarily. They were the result of painstaking study of a wide variety of customers, of their volume, their rating, etc., with due consideration for the smaller distributor. While not too large for the smaller distributor, they are large enough to permit any buyer to give the line a fair trial, and they afford De Long a reasonable profit.

One very effective argument the salesmen use to discourage sample orders is to point out to buyers how much they can save in transportation costs by ordering in reasonable quantities. Each salesman has complete information as to the shipping weights of the various products and the average freight, express and parcel post costs on shipments into his territory. Thus when a buyer begins to talk in terms of a sample order, the salesman shows him in dollars and cents how much he can save by ordering in quantities large enough to entitle him to the better rates.

De Long has found, however, that the large majority of buyers, *if thoroughly sold*, will order at least the minimum quantities which convinces them that the best way to curb the sample order habit is to educate salesmen in the art of selling buyers thoroughly and not to shackle them with rigid rules and regulations that destroy initiative.

King Whitney Joins Burton Bigelow Agency

King Whitney, formerly chief of copy for the Southern Bell Telephone Company, Atlanta, and, more recently, with Addison Vars, Inc., has joined Burton Bigelow, Inc., Buffalo advertising agency.

Norman Maycock Joins "La Patrie"

Norman Maycock, formerly with the advertising sales staff of the Toronto *Mail and Empire*, has joined *La Patrie*, Montreal.

Appoint Milwaukee Agency

Advertisers' Service, Inc., newly-organized Milwaukee advertising agency, has been appointed to handle the advertising of the Wisconsin Vibrolithic Service Company, the Eagle Chemical Company, and the Tendick Shoe Manufacturing Company, all of Milwaukee. The Vibrolithic campaign now scheduled to appear in Milwaukee newspapers, will be extended to include other Wisconsin and Middle Western newspapers. The Eagle company will use magazines and the Tendick Shoe account will use agricultural papers and outdoor advertising.

W. Z. Shafer Heads Rotoprint Gravure

Walter Z. Shafer has been elected president of the Rotoprint Gravure Company, Inc., New York. Alfred B. Geiger and W. E. Eastman have been made vice-presidents of the company, and J. T. Van Zile, secretary and treasurer.

John L. Zaugg, formerly a vice-president of the Rotoprint company, has resigned.

C. A. Best to Direct Austin Car Sales

C. A. Best has been appointed general sales manager of the American Austin Company, manufacturer of the Austin car. Executive headquarters of the company have been established at Detroit. Mr. Best had been with Willvs-Overland, Inc., most recently as manager of the Detroit branch and as district sales manager of that zone.

"The Voyageur" Starts Publication at Detroit

A new class travel magazine, *The Voyageur*, devoted to travel by air, is now being published at Detroit by Cliff Warner, head of the Airports Publishing Company. Associated with him are William J. Scripps, of the Detroit *News* and O. Lloyd Taylor. The page size of the new magazine is 9½ by 13¼ inches.

Shock Absorber Account to Fuller Agency

The Two-Way Shock Absorber Company, Jamestown, N. Y., manufacturer of hydraulic shock absorbers for motor cars, has placed its advertising account with the J. Jay Fuller Advertising Agency, Inc., Buffalo.

Frank Presbrey Elected to Directorate

Frank Presbrey, president and treasurer of the Frank Presbrey Company, New York advertising agency, has been elected a director of the Continental Mortgage Guarantee Company, New York.

The Farmers' Own Advertising Medium

FARMERS buy and sell and trade a great deal among themselves. The articles involved in these transactions include such items as honey, molasses, seed corn, chickens, tractors and real estate.

It is important to commercial advertisers that the farmer, when it comes to selling his own produce or finding a buyer for his farm, uses the advertising columns of *The Weekly Kansas City Star*.

The Weekly Star is the farmers' own advertising medium, the get-together place of the rural residents of the agricultural Southwest. Leading all other farm weeklies in rural circulation, *The Weekly Star* also ranks first in volume and number of classified advertisements—the farmers' own advertisements.

Here, then, is advertising attention that is guaranteed, in a medium that reaches each week more than 480,000 farm families.

The Weekly Kansas City Star.

Largest Weekly Rural Route Circulation in America

Advertising Helped Us Change Our Sales Appeal

When First Introduced Salubra Was Sold for Its Durability, but the Advertising Talks Decoration

By Frederic Blank

Of Frederic Blank and Company

OUR product, Salubra, is a wall covering made of oil on a parchment base. It can be scrubbed clean with soap, water and a brush and it is fadeless as well as durable. Naturally, our strongest sales argument is durability, and this was the point that we stressed most in our selling and advertising in the beginning. But wall coverings are not purchased in most instances for their durability; appearance is the prime buying motive. Our advertising problem, therefore, was to tell our story of durability so well that it would eventually be taken for granted by Salubra buyers and they would be able to buy it on appearance as well. As the markets which we were selling became thoroughly familiar with the durable qualities of our product, it was possible to subordinate this in our advertising and to feature decoration.

The story of the introduction of Salubra to certain American markets, and how we have gradually extended this market, with the aid of advertising, until we are now ready to take it to the consumer in 1930, has a direct bearing on our change of sales appeal. It may, too, encourage other individuals and companies to keep everlastingly at it in marketing their own hard-to-sell ideas and products.

Salubra was first produced in Europe and has been sold there for many years. Hospitals were the original market. Later it went into hotels and then homes.

In 1923 my company arranged to

handle the product here, after I had, through seeing a sample insert in a European magazine, become sold on the potentialities for sales of such a wall covering.

Believing that we could not, in America, introduce it along Euro-

YOU COULD USE THIS SOAP-BOX

TO FIT ON --

BUT...

ISN'T THIS CHAIR MORE INVITING?



WHEN furnishing an interior, one could use soap-boxes for chairs—but well-designed chairs are just as useful and much more beautiful.

When building interior walls, there is no need to sacrifice decorative value for utility. For you can have both—and unqualified economy, too—in a ready-to-apply wall covering, Salubra, "paint-by-the-roll."

Salubra is equivalent in protection value to six coats of oil paint on a base of zinc. Designs in first oil colors are already applied on waterproof parchment paper—a wall covering with every advantage in permanence and sanitation perfected to the highest degree. Yet Salubra can be hung with the speed and economy of ordinary wallpaper.

Wherever paint is specified for interior wall finish, Salubra—"paint-by-the-roll"—is within the scope of the specification.

Write for samples showing Salubra's characteristic texture and coloring—and a copy of "A Portfolio of Interesting Wall Treatments using Salubra."

Frederic Blank & Company, New York Central Building, 220 Park Avenue, New York—and—Marshall Field Ames, 24 North Wabash Avenue, Chicago.



Salubra

WON'T FADE WILL WASH

A Salubra Advertisement Appealing to Interior Decorators—It Emphasizes Both the Beauty and Utility Features

pean lines, I worked with an advertising agency to see what could be done. We made an extensive survey of the consumer market. Results were apparently unfavorable.

Consumers raised objections to the proposed price. Too, at this time there was a trend away from wall papers and a vogue for painted

U T A H

**America's great mining
and smelting center—
with an annual output
from its mineral indus-
tries of \$120,000,000—
\$85,000,000 of which
is immediately ex-
pended within the state!**

**A rich field! And—one
reached by Packer out-
door advertising with
the same splendid ser-
vice that in fifteen other
states has earned for
this organization the
confident patronage
of America's greatest
national advertisers.**

PACKER

Executive Offices:
UNION TRUST BLDG.
CLEVELAND, OHIO

Operating Office for
U T A H
SALT LAKE CITY

BUSINESS IS GOOD IN T

Cleveland Answers The Crape-Hanger

Five hundred and one thousand, six hundred and five persons have just contributed \$4,654,357.97 to Cleveland's Community Fund.

This is the largest sum of money ever raised at one time in any city in the world by public subscription.

A larger number of persons contributed to this fund than ever gave money in any similar endeavor anywhere.

Approximately half of Cleveland's population were contributors. They oversubscribed the Fund goal by \$4,357.97 within the time limit of the campaign. And 17,138 more

The Cleveland P

Detroit • Atlanta • Dallas
San Francisco

NATIONAL ADVE
230 Park Avenue, New York

T H E A D V E R T I S I N G

Dec. 5, 1929

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THE TRUE CLEVELAND MARKET



"Give As A Mother Gives" — the poster which sounded the keynote in Cleveland's 10th annual Community Fund Campaign.

persons gave to the Fund this year than last.

This is Cleveland's answer to those who have said that the recent stock market upheaval has rocked business. It is evidence of the stability and continued industrial prosperity of this great community. Held in the ten days which immediately followed the crash of stock values, it is proof of Cleveland's great wealth and financial soundness.

Business is good in The TRUE Cleveland Market!

And The Cleveland Press is the favorite newspaper in nine of every ten English-reading Cleveland homes!

Press



*First in
Cleveland*

SING DEPARTMENT
N. Michigan Ave., Chicago

Philadelphia • Buffalo
Los Angeles

SCRIPPS-HOWARD

BUY IN CLEVELAND

walls, which gave consumers a ready-made prejudice on top of any natural prejudice they may have had to a new type of wall covering. All in all, the chances of putting the product into a paying market looked extremely poor, and we were advised to drop the idea.

However, we decided that the product was a good one and that there must be some way to sell it. So we did not drop the idea. Instead, we looked around and determined that if the consumer was not ready for such a wall covering we would try to sell it to hotels and, having sold it there and elsewhere, later to reach the consumer.

In 1925 we began a merchandising and advertising effort to reach the hotel market. Because we were determined to get the product in, we went so far as to offer hotel managers free trial rooms of Salubra. That is, we were confident that, once having tried our product, they would use it throughout their houses. So we agreed to give the material free and, in some cases, also to donate the labor to hang it. There would be no obligation on the part of the hotel to pay for the sample rooms in the event the rooms proved eminently satisfactory. We felt that satisfaction with them would lead to subsequent standardized decoration of the rest of the house with Salubra. In this way we got our product into a number of well-known hotels.

But—I suppose because whenever you offer anything free most people have far less appreciation of it than if it cost real money—we did not get anticipated results from our idea. After hotels had had such sample rooms installed, they forgot them. So we began a definite follow-up campaign to remind hotel men that the trial rooms were in their houses and giving satisfaction.

In doing this follow-up work, results were more indirect than direct. That is, we found that we were building up sales points more than sales. For while we got good business, we gained returns chiefly in the way of facts and figures to show that the sample rooms were economical both in old hotels and in new ones.

At this time, I was working with one other man whose chief activity was to gain an entree for demonstrations while I tried to make actual sales. Together we handled the entire sales end of the business. But our results were not great enough to satisfy, and once again we turned to counsel. Study at this stage showed that undoubtedly the plan of giving free sample rooms was not selling the product as well as if the hotel putting in such rooms paid something for the wall covering.

So we made an offer on the basis of a sliding discount to hotels for volume of wall covering used and offered Salubra for sample rooms at the volume rate. The more rolls used, the lower the cost. This plan meant more attention to results because the hotel actually had an investment in its trial rooms.

Results from Sample Rooms

At this time we were using two hotel magazines to tell our story and this advertising gradually took on power as we began to get results from the sample rooms which we had been installing. Simply, there came a time when the cumulative effect of these rooms began to be felt. And, because hotel people are clannish and like to tell one another of the things which they have found satisfactory in their own houses, word-of-mouth advertising also began to work strongly for us. This good-will we then tied in with our advertising by running copy based on testimonials from prominent owners and managers.

Little by little trial rooms became less necessary. The hotel market began to accept the fact that our product would do what we claimed. So we shifted our advertising emphasis. Instead of selling durability, we were able to sell decoration—with durability understood.

In addition to our advertising in two hotel magazines, in 1927 we began a campaign of direct advertising. Our hotel market we divided into two groups, the first comprising old hotels and the second made up of new buildings. To the first we pointed out the advan-

YOU
CANNOT
COVER
CLEVELAND
WITHOUT THE
CLEVELAND
NEWS

440,000*
earners—
and spenders
in Greater
Cleveland—
prove the
inadequacy
of a one-paper
coverage

**Estimated by the U. S. Dept. of Commerce.*

THE CLEVELAND NEWS

George A. McDevitt Co., National Representatives



HOME ... home ... HOME

*with the accent
where it belongs!*

"**W**HEN a newspaper claims home strength," remarked an experienced space-buyer recently, "I like to forget circulation for a moment and examine the paper itself. I've learned a few things from my wife and family!"

The Boston Globe studied family needs long before A.B.C. had become the solicitor's big talking point. Consequently this newspaper now has a very large A.B.C. that is also spelled H-O-M-E.

Perhaps the best proof is the experience of Boston merchants, who stand or fall on their success in reaching people where they live. *These merchants today use more space in the Globe, daily and Sunday, than in any other Boston newspaper.* Boston's department stores place 48% more advertising in the Globe, for the week as a whole, than in the next paper.

Another reliable check on home reading is the Sunday situation—

The Boston

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whether you use Sunday space or not. Of the three Boston papers carrying the bulk of the advertising, the Globe alone holds practically all its readers in Metropolitan Boston *seven days a week*. The other two lose 35% and 63% of their week-day readers on Sunday. *The seventh day reveals the home value of the other six!*

The Globe consistently appeals to every member of the family ...

A Household Department established 35 years ago as the first woman's page in America ...

More local news than any other paper in this self-contained community ...

Complete school news ...

Sport pages that are read throughout New England — quoted throughout the country ..

Business news edited for substantial business men ...

Religious news for all denominations.

Absolute freedom from bias in politics ...

* * *

More and more national advertisers are finding that with the Globe they can reach a *majority* of worth-while homes in the rich Boston shopping area, where average family wealth is \$9,000.

Our booklet, "Reaching Buying Power in the Boston Market," contains all the facts. Write for a free copy.

Facts about Boston and the Globe

Boston's shopping area ranks *fourth* in population, *third* in per capita income tax returns, of the major American markets. Average family wealth is \$9000. Savings deposits average \$2000 per family.

Within 12 miles of Boston's City Hall is the territory called Metropolitan Boston, defined by the A.B.C. as the "City" district. It is composed of Corporate Boston and 39 bordering and nearby suburbs.

Here in Metropolitan Boston the Globe is definitely the *home* newspaper, for it is the only Boston newspaper which holds all of its readers in this rich district *seven days a week*.

Boston's great department stores do 46% of the local advertising in Boston newspapers. With seven dailies and four Sunday papers to choose from, they spend 37% of their entire Boston newspaper appropriation in the daily and Sunday Globe alone.

Globe

tages of our wall covering in eliminating periodic redecoration, which is a big factor in the management of old hotels, and the importance of rejuvenating the house to compete with the newer hotels. To the new hotels we pointed out that redecoration would begin in about six months under ordinary conditions anyway, so why not start right out with Salubra. We were able to point to the fact that many hotels had tested Salubra, found that it would save them real money and at the same time keep their hotels looking new longer, and as a result were using our product throughout their new buildings. In this manner we very thoroughly merchandised the hotel field.

At the same time that we had been trying to interest this field, we also had been going to architects because we believed that they would lead us eventually to the consumer. From 1925 we had been using space in one architectural magazine and we had been sending test samples to them along with engineering reports on what Salubra would do. Our major sales point was that Salubra is a permanent building material as well as a decoration and that architects who specified it would be solving a problem for their clients that was bound to arise at a later date.

About a year ago we took on another architectural publication. We then began to play up the idea that in specifying our product the architect would know beforehand exactly how the finished rooms would look. Also that Salubra "decorates and completes the structure of the walls in one operation." We made progress somewhat similar to that among hotels and our direct-mail work of the last two years to this group also changed decidedly from emphasis on durability to stress on decorative value. The literature itself even took on more of a decorative nature, the art work being modernistic in a manner that clearly impressed the architect with the fact that Salubra must be something more than a durable wall covering.

We had concretely seen by this time that we generally could talk

decoration instead of durability. For, whereas at previous hotel shows we exhibited along lines of proving by actual test how the product could be washed, at the last show we had exhibited on a basis of decoration instead. In a word, our consistent merchandising and advertising had had their effect. Prospects pretty widely had been educated to a wall covering of our type and now were ready to buy more on the factor of decorative value in the product.

Ready to Approach Interior Decorators

Finding, at the beginning of 1929, that our lists held the names of a large number of old hotels using Salubra, that new hotels were definitely swinging toward it, and that architects were receptive, we decided we could extend the path to the consumer still farther. Simply, we believed that the time was ripe to approach the interior decorator who had intimate contact with the consumer and whose interest was not in durability but in potentialities for decoration.

Our advertising to this last group appeared in two magazines reaching decorators and also in a direct-mail campaign. Because this last effort before going to the consumer shows in several points how we took advantage of every opening to reach markets which eventually would lead to the one we sought, let me illustrate how we tackled decorators.

Naturally, because the product was new to them, we first had to tell decorators what Salubra is. We mailed to a selected list a folder containing a sample and a brief, telegraphic description of its chief features, pointing out that it had been used for many years by leading European decorators. This was followed by a series of bulletins, each containing photographs of interiors using Salubra and dwelling on specific points that showed the decorators how they could use it to advantage. Major emphasis was placed on its decorative value. These mailing pieces were interspersed with letters to give a more personal touch to the

campaign and invite decorators to use our showroom facilities. In this campaign, six mailings were made in the spring and nine in the fall, beginning in August.

In each bulletin the decorator was offered a copy of a "Portfolio of Interesting Wall Treatments Using Salubra" which contained reproductions of selected patterns used in various types of interiors and accompanied by a description of the design and selling ideas about the product.

Many decorators asked for samples. In order to confine their distribution to those who were really interested in using our product and to enable them to show their clients a complete selection, we offered a large sample book, containing 180 designs. (The same book also goes to architects.) This the decorator may buy for \$10, 15 per cent of the cost to be deducted from subsequent invoices until the \$10 is refunded.

To our three groups—hotels, architects, and decorators—present magazine advertising runs from quarter pages to double-page spreads on a schedule which concentrates our efforts during the spring and fall decorating seasons. Direct-Mail work also is concentrated at these periods. Regular mailings, timed to reach the prospects at the time of the year when they would be considering a wall decoration, go out to some 3,000 hotels, 2,500 architects and 1,500 decorators. We also are represented in various exhibitions reaching hotels, architects, decorators and their prospects.

Now for results from our long, hard work. Most significant is that as our advertising and merchandising have advanced, as sales have grown, and as our product has gained acceptance, we have developed both merchandising and advertising power.

From two men, the organization has grown to include offices in Chicago and New York, along with representation in Detroit, Los Angeles and other key cities. As a result of our 1929 campaign on interior decorators, we have opened more than 200 new accounts in

New York alone. Due to cumulative effects, we now find that architects are sending us floor plans on which we estimate the cost of Salubra. And today, of hotels with 200 or more rooms, 25 per cent are using enough of our product for us to talk about.

Our effort on these groups has all been concentrated with an eye to the time when we could start on the consumer. So now, because hotels are showrooms, in effect, for Salubra, because architects are receptive to it, and because decorators know what the product is, we believe that we are ready to tackle the market which six years ago we set out to reach. And in 1930 we will begin in a small way with an advertising campaign aimed at the class field. From there we will work out toward the broader market. After six years (four years after we actually began to advertise our product to allied fields) we are ready to go to the consumer.

Staff Changes on National Trade Journals

Lawton B. Lamb, formerly Western advertising manager at Chicago of *Oil Engine Power*, has been appointed general manager of that magazine, as well as of *Motorship*, *Fishing Gazette* and *Canning Age*, all published at New York by the National Trade Journals, Inc.

Roswell H. Ward, formerly advertising manager of *Oil Engine Power* and *Motorship*, is now manager of those publications.

J. C. Elverson is now advertising manager of *Canning Age*.

Change in Hobart Manufacturing Company

E. E. Edgar, who for many years has been general manager of The Hobart Manufacturing Company, Troy, Ohio, food preparing machinery, has resigned, effective January 1. He will be succeeded by J. M. Spencer, general sales manager of the company. After the first of the year Mr. Edgar will devote his time to the Kitchen Aid Manufacturing Company, also of Troy, which is connected with the Hobart organization.

Sunland Biscuit to Boyd Agency

The Sunland Biscuit Company, Los Angeles, has appointed the Boyd Company, Inc., advertising agency of that city, to direct the advertising of its Sunland biscuits, cookies and crackers.

Advertising and "Farm Relief"

The farmer's problem, like the manufacturer's, is one of finding a market for his goods



IN all the discussion of ways to stabilize the market for agricultural products, little is heard of that old acquaintance of every sales manager, "consumer demand."

Yet in the long run the only cure for a supposed surplus is the creation of an average demand which is sufficient to absorb an average production. The development of a profitable demand is largely a process of sound merchandising and steady building through promotional effort and educational advertising.

Any kind of "farm relief" which temporarily bolsters up the market by purchase of agricultural surpluses is not a lasting remedy. Increasing the demand for agricultural products by making people want more, most surely is.

"Sunkist" advertising shows how the public responds to information of the right kind. Through it the per capita consumption of oranges has been increased from 32 to 70 a year.

Since Sun-Maid advertising was inaugurated fifteen years ago, the consumption of raisins in America has increased 1.04 pounds per capita with the result that sales have increased 170,000,000 pounds—or practically doubled.

These are indications of how advertising might be used to help the problem of "farm relief." It is at least in part a consumer problem. We are trying our case before the American consumer. We must influence his mind, his appetite and his habits of eating. If we win him we win our case. His judgment is final. "Farm relief" may be made to come quite as much from the dining table of the average American home as from the legislative halls in Washington.



LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
919 N. Michigan Avenue

LOS ANGELES
1151 South Broadway

TORONTO
67 Yonge Street

NEW YORK
247 Park Avenue

WASHINGTON
400 Hibbs Building

LONDON
Victoria Embankment

SAN FRANCISCO
225 Bush Street

MONTREAL
1434 St. Catherine Street W.

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

Advertising's Present Opportunity

The Experienced Advertiser Will Use Advertising in 1930 More Fully and Effectively Than Ever Before

By Merle Thorpe

Editor, *Nation's Business*

THE need of the moment is salesmanship. We have reached our high state of prosperity through the most advanced understanding of selling the world has ever known. It amazes other countries. They do not understand that our selling goes farther than mere counter pushing. It goes much deeper than that. Our conception of selling is to arouse desires and stimulate wants, to make people dissatisfied with the old and archaic, and by constant iteration to send them out to work harder in order to get the latest model—whether it be an ice-box, or a rug, or a new home.

I wonder if those of us engaged in the thick of selling appreciate fully the broad sweep of the job. A great British textile manufacturer complained to me last summer in Manchester that our tariff hindered him from freely entering our American market. He said it was poor sportsmanship, or, as he put it, that it was not cricket. He admitted it was the richest market place in the world, where \$75,000,000,000 in goods change hands each year. But when I asked him if he realized that America had ploughed into her market \$10,000,000,000 worth of fertilizer in the last decade, he was amazed. "In advertising alone," I explained, "\$1,000,000,000 a year, to keep that market place fertile, to make it produce an increasing yield, with no barren years." The Britisher modified his opinion and thus unconsciously gave credit to advertising men who are on the firing-line of American selling.

I have said that the present situation calls for salesmanship. Not high-pressure work, but more intelligent selling, intelligence in eliminating the wastes which we all know exist. If each of us could

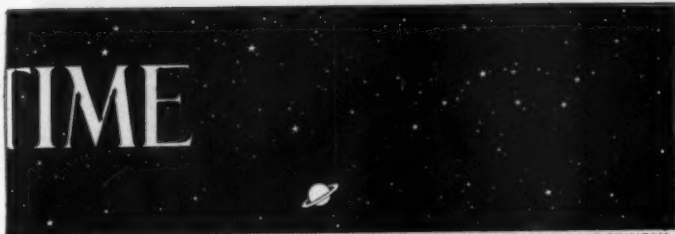
be, say, just 10 per cent more efficient during the coming year, we might be selling that 10 per cent more things for more people. And 10 per cent of \$75,000,000,000 is a tidy sum, something to shoot at, worthy of the effort.

I believe no group has ever had a greater opportunity for real results than have the advertising men of the country today. The country is in a "state of mind." On every hand are rumors, rumors of unemployment, of failures, of expected failures, rumors of cancellation of orders, of a bad Christmas season. If we keep on peddling these rumors we'll make them come true. And if we do, the future historian will dip his pen in irony and headline the chapter dealing with this period, "They Talked Themselves Out of Prosperity." Ask your doctor what he knows of "suggestive treatment." I recall that a group of psychologists in Berne recently, as an experiment in the power of suggestion, put a healthy bank clerk in bed, and in three days he was the sickest man in Switzerland.

I have indicated that the modern advertising man deals with states of mind. The flow of commodities follow his mental attitude. The advertising man studies the public mind, anticipates its changing moods, for of such stuff hobbies, habits, and preferences are made. What an opportunity for the advertising department of Macy's store when rumors were flying abroad that its trade was so bad that 6,000 salespeople had been laid off, to correct a potentially dangerous state of mind by announcing that instead of laying off any people it had added 200.

What an opportunity for the automobile industry when a rumor is current that 400,000 automobile men are out of work in Detroit. It could be answered simply that

Portion of an address delivered before the Advertising Club of Washington, D. C.



TO REACH THE MOST INFLUENTIAL U.S. FAMILIES -- ECONOMICALLY, EFFECTIVELY.

1930—O. K.

¶ TIME guarantees an average net paid circulation of 300,000 for 1930—a 36% increase over 1929.

¶ And this January TIME will carry at least 30% more pages than last January.



THE VITALITY OF TIME'S PAST AND PRESENT INSURES TIME'S



FUTURE



R. K. Cooper, 36-year-old President of The Myers Y. Cooper Company of Cincinnati. Mr. Cooper's company handled one and a half million dollars worth of construction last year.

BUILDING

Affiliated with **THE ARCHITECTURAL FORUM BUILDING**
NATIONAL BUILDERS CATALOG

Fire

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First Downs Aren't Touchdowns

When an architect specifies your product, he shortens your distance to the goal line. But the score still stands at zero until the sale is made. An "open" specification (and 90% are open) permits the builder to accept the specified product or to propose another of the same standard of quality. If he is on your side, your product goes over for a touchdown. If he's not . . . well, take the case of Cooper. . . .

What Share Did You Get of Mr. Cooper's \$1,500,000 Budget?

Mighty little unless Mr. Cooper was thoroughly familiar with your product. This young builder administered a million and a half in building contracts in the twelve months past, a sizable contribution to the Cincinnati volume. Advertisers in Building Age, the magazine he subscribes to and reads, know the value of recognition by men like Cooper, recognition built on adherence to high quality standards.

Building Age in turn enjoys the confidence of contractor and advertiser alike because for more than 50 years it has crusaded for quality building. Building Age, 521 Fifth Avenue, New York.

GAGE

*appeals to the bank
account of the builder
who has one*

FROM BUILDING MATERIAL MARKETING: HEATING AND
LOG VENTILATING: and GOOD FURNITURE AND DECORATION

there were only 402,000 automobile factory employees in the country.

I heard the other day that a great chain-store system was canceling its orders with manufacturers. I called up the head—Mr. Grant—and he said the report was slightly exaggerated, like the report of Mark Twain's death. He said: "I did write every manufacturer, but I told them that there would be no cancellations and that the prospects were for increased orders next year."

Twenty years ago, even ten, advertising was looked upon as a luxury and was the initial item to be cut upon the first indication of a slow-down. Today, however, things have changed. Business management has come to understand advertising as an economic force and as the right arm of its selling organization. Indeed, many business concerns have set up advertising reserves for slack times. Consequently, in the present circumstances we may confidently look for a wider use of this selling force. This is common-sense and good business.

The good advertising man is a counsellor of business management. A wise seller today would insist that nothing be done by management which would add to credulity. Rather, counsel should be given to firms, especially those which are in high places of leadership, to make every act confirm the inherent soundness of the situation.

This leads naturally to the second point. Our capacity to produce goods is unimpaired. In fact, our factories could have turned out 20 per cent more commodities than they did in 1929. They are for the most part equipped with modern machinery. Their finances were never better. They stand ready to do a bigger job in 1930 than ever before. That is, they will do just as big a job as the selling forces of the nation can set up for them to do. The nation is not "broke." Individuals still have their salaries and their pay envelopes. They still have their potential desires. It is advertising's opportunity to translate those desires into purchases, keep the

factory wheels turning, and the pay envelopes will take care of the increased production. Such a virtuous circle moving this way is as easy to start as to start a vicious circle which moves the other way.

The business market, in terms of a trade, is not a restricted neighborhood but the entire country with more or less of the rest of the world thrown in. Twenty years ago or less when business began to fall off the manufacturer cut down wages or locked up his factory. Today when consumption or demand falls off the trade attempts to find new sources of consumption, to cultivate new markets. Business is afraid of the boom which means over-production, as it is afraid of the slump which means under-consumption. Approaching its problems scientifically it attempts to gauge the capacity of its market, and to meet its requirements with minimum cost.

The importance of advertising as an instrumentality for maintaining this balance between production and consumption cannot be over-estimated. It is the process by which new markets, new sources of consumption, are discovered and their capacity of absorption determined. It is the instrumentality through which the consumer discovers new sources of supply to meet his needs and desires. It helps to stabilize business, maintaining the balance between consumption and production and if wisely used flies the danger signal which marks the approach either of over-production or under-consumption, now regarded as equally disastrous.

The chief tool of selling is advertising. Through the printed page, by multiplying the individual salesman a thousand, yes, a million times, selling is able to tell us of the new things, to make us dissatisfied with the old things, and to arouse in us a desire for new and better things. We should still be bumping over cobblestone roads on iron-bound wheels if it were not for salesmanship. Forty-nine of the fifty things we do and use today were motivated by the salesman.

Advertising, which is mass sell-

For facts about RADIO BROADCASTING come to station headquarters

To those interested in radio broadcast advertising, this organization stands alone in service to the advertiser and to his agency. As authorized eastern representatives for leading stations everywhere, we can furnish detailed information about rates, coverage, available time, electrical transcription facilities etc. for any station or stations. Our experience and knowledge are available in determining the comparative value of various stations to meet the requirements of a specific advertiser. Our proved ability to handle a wide variety of radio merchandising problems is attested by our exclusive representation of leading stations and by the success of leading radio advertisers. You are invited to counsel with us without obligation.

SCOTT HOWE BOWEN, INC.

■ RADIO STATION HEADQUARTERS ■

180 N. MICHIGAN AVE.
CHICAGO

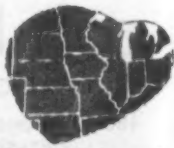
274 MADISON AVE.
NEW YORK CITY

YOU CAN REAP A GREATER



THE Heart farmer's "reader interest" is bound by his crops. "He don't give a darn about cotton." Problems of citrus growing mean nothing to him. He wants facts and ideas that are pertinent to his region—that he can turn into money—comfort—and progress.

Soil, topography, and climate make farming regional. The thirteen Heart states, blanketed by *Successful Farming*, have problems and interests that are not in common with other sections. Every line of *Successful Farming* is devoted to this rich agricultural Heart of America. One million one hundred and seventy-five thousand copies are concentrated in this eager, money-spending area where 30% of the country's rural population earn 50% of its agricultural income. The Heart farmer's earning period is a full twelve months—his products



Successful Farming serves the agricultural heart of America.

Dec. 5

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farmer
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gains
sales h

SALES HARVEST IN THE HEART



I don't give a darn about *Cotton*

diversified. He uses 60% of the tractors—produces 78% of the country's grain, and is correspondingly a leader in the growth of other essentials. Farming is not a backyard pastime in this region. Grain crop checks in five figures are not uncommon. The progressive type of farmer naturally gravitates to this section which gives him the greatest reward for his efforts. The Heart farmer is eager for new ideas—responsive to both editorial and advertising suggestions—and is successful.

Successful Farming understands and is devoted to the problems of the Heart alone, reaching more farm families in this section than any other publication. Constructive work and interest have won an important place for Successful Farming in the life of the Heart families who look to this unusual magazine for definite help in increasing their incomes and comforts. The Heart is as fertile for advertisers as it is for agriculturists. Because a greater income rewards the efforts of the Heart farmer, advertising seed sown via Successful Farming gains a proportionately great sales harvest in this rich region.

Successful Farming

ing, is one of the three important contributions to our present-day industrial life. It might be called our industrial triangle. Mass production is the base. It came first. Industry then realized that mass production could not be sold by conventional methods. It set too swift a pace for an age of commercial travelers, just as the age of commercial travelers had been too swift for the man who peddled his own product.

So American ingenuity erected the second side of the triangle—mass selling. It used a page in a national magazine or newspaper to supplant thousands of salesmen. It short-cut the whole distribution process. It led the way for the third side of the triangle—mass credit. And mass selling today has as its third opportunity the protection of the other two sides of the industrial triangle—mass production and mass credit.

Up then, advertising, and tell us again and over again, of the new things that 1930 holds for us. Make us discontented with the clumsy and the out-of-date. Arouse in us a desire which will give us no peace until we acquire those new and better things.

Is this a philosophy of discontent? Is this an evil exhortation? There are economists and educators who rebel at what they are pleased to call the tyranny of "things." Chinese philosophers tell us we should try instead to make people content with what they have. But if they are right then why continue to laud higher standards of living, for the stuff of which higher standards are made is—more things for more people.

Driving desires and the chance to satisfy those desires by diligent and resourceful labor in making things will ultimately abolish poverty from the face of the earth. More intelligent advertising during 1930 will mean more factory wheels, and wheels turning faster; and more calls upon the professional class for their services. Could I describe advertising's opportunity more simply? It is in advertising's power to create more things for more people, and in so

doing create more work for more people, so that they may acquire the things they need and desire.

A respected and influential educator of Ann Arbor, Mich., writes me disparaging advertising. He says, in effect, that publishers are taking advantage of readers by forcing advertising copy upon them instead of news and articles, for which the readers pay.

I was not surprised to get this letter. It is typical of the lack of understanding of advertising as an economic force. It causes clerks to tell customers that an article costs more because it is nationally advertised. It leads another economist to say that advertising has no economic status, that it is simply "puffing." It makes some business men themselves doubt its value. A great manufacturer in my office the other day said that advertising was all waste; that if his competitors would quit, so would he. I asked him if he felt the same toward his salesmen and catalogs.

Great is the power of advertising, but that power will never be utilized to its full until all of us, economist, educator, and those who employ it appreciate it as a tremendous influence for good, and not as the tool of the trickster crying his wares. Some day, some one in writing the history of this marvelous decade, will give to advertising its rightful place in our economic, social, and educational life. And may that future historian, reviewing the next twenty-five years which we are entering, be able to state that:

About 1930 advertising itself began to understand more clearly its responsibilities as an era of civilization's advance. And this new conception rapidly spread to the four corners of the earth and increased by leaps and bounds the standards of living of millions of people.

If all advertising men and advertisers will consider soberly for a moment, and realize the power within their hands, and its attendant responsibility to their time, they will return to the day's work with renewed vigor for intelligent application, and with it will surely come a quickening of the economic pulse of the world.

Don't speculate
in advertising—

invest

THE NEW YORK TIMES is the
most tried and proved medium
in the great New York market.

Unequaled quality and quanti-
ty of circulation—leadership in
volume and high character of ad-
vertising—strongest confidence
of readers—these are sound in-
vestment values for advertisers.

The New York Times

Net paid sale averages over 430,000 weekdays; over 725,000 Sundays.

Something to Crow About

1929

Our greatest year in Circulation and Advertising

Advertising Record
(Printers' Ink Figures)

1918

93,400 Agate Lines



225,167 Agate Lines



267,508 Agate Lines



392,525 Agate Lines



Circulation Record
(Net Paid Only)

1918

21,406 Average Net Paid



41,462 Average Net Paid



53,444 Average Net Paid



67,761 Average Net Paid



House Beautiful, following its policy of editing a magazine to guide those people who are definitely interested in the better type of home, has increased its selective circulation to over 100,000 net paid—a new high record.

This circulation increase represents not just so many names added as the result of high pressure sales methods or low bargain offers, but a group that we have carefully selected as representing those persons to whom we definitely wish to add our magazine. This group of persons has small value to publisher or advertiser. House Beautiful keeps within that figure. It devotes

names added as the result of high pressure sales methods of low bargain offers, but a group that we have carefully selected as representing those persons to whom we definitely wish which additional circulation has small value to publisher or advertiser. House Beautiful keeps within that figure. It devotes its energies to gathering together 100,000 people of the country who are at this particular time interested in the building and decoration of their homes and grounds.

In 1929 we reached our highest figure in both advertising volume and revenue, and this growth in advertising must be credited largely to results given our older advertisers, many renewing with increased schedules.

This increase has been made with a fair rate absolutely standardized to all advertisers. We have had no bargain sales, for after all whether in stocks, merchandise, magazines or advertising we pay for about what we get and values sooner or later reach their own level.

House Beautiful

8 Arlington Street Boston, Mass.

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO

Member National Shelter Group



659,849 Agate Lines



603,987 Agate Lines



662,758 Agate Lines



67,781 Average Net Paid



84,539 Average Net Paid

95,976 Average Net Paid



101,320 Average Net Paid



*Average value of PASADENA homes is \$8,500—
highest in the world! And there's your index
of family buying power!*

A FEW hours of delightful motoring will show whence comes the incomes that provide and maintain thousands upon thousands of homes of this character. To the north and east, hundreds of thriving citrus groves. To the south and southwest, the industrial and business sections of metropolitan Los Angeles where many of Pasadena's residents are engaged mostly in the better paid vocations. Pasadena herself has an industrial output amounting to over \$9,000,000 annually.

Pasadena, with 85,000 people, is the center of a trading area containing 140,000 people, living in 35,000 homes. You can reach 80% of those homes by using Pasadena newspapers—with less than 6% duplication. On the other hand, you can reach less than 9% with the most widely circulated Los Angeles daily.

The Pasadena Post is a member of the Associated Press and the Audit Bureau of Circulations. During the first nine months of 1929 over the same period for 1928 the Post has shown a gain of 1,962 in circulation, 465,794 lines in local display advertising, 139,342 lines in national advertising, 389,032 lines in classified advertising, and 146,090 lines in legal advertising, or a total of 1,140,258 lines. Its strength lies in the fact that more than one third of Pasadena's 8,500 homes can be reached with a maximum of effect only through the Post.

You cannot cover Southern California's markets effectively without using the local newspapers!

14

SOUTHERN CALIFORNIA NEWSPAPERS

ASSOCIATED

Detroit
Chicago
Los Angeles

M.C. MOGENSEN & CO. Inc.
SAN FRANCISCO

New York
Portland
Seattle

564 Market St., SAN FRANCISCO • Kearney 3834

Alhambra
Post-Advocate
Culver City
Star-News
Glendale News-Press
Hollywood News
Long Beach Sun
Monrovia News-Post
Pasadena Post
Redondo Breeze
San Pedro News-Pilot
Santa Monica
Outlook

—
and the San Diego
Union-Tribune
covering a
metropolitan market
of its own.

"I'm Sorry, But Your Papers Are Not on the List"

The Negative-Minded Space Buyer

By Joshua S. Epstein

Of Keilson & Waxelbaum, Inc.

"I'M sorry, old man," said the space buyer, "but your papers are not on the list."

He is one of the most intelligent space buyers in New York. Furthermore, he is the soul of courtesy. And his agency is one of the leaders in the field, both as to size and excellence.

And yet this was a thoroughly irrelevant answer. It is far from unique. We have met this answer all over town. It is a symptom of a disorder, almost as serious as the problem of the "Cooling of High Priced Heels." This space buyer is "negative-minded."

Consider the solicitation that brought the above rejoinder. We had seen a new product in a New York grocery store. We knew that the principal market for this product was among the readers of the particular group of foreign language papers that we represent. Having spent twenty years in handling this one field only, we were well equipped to bring vital information to the concern in question—incidentally, one of the giants of the industry.

And so we made a cursory investigation. Twenty grocers in our own districts expressed enthusiasm for the special wrapping in which the product is packed because of the cleanliness, otherwise made difficult by small, overcrowded stores. All stated that the reliability of the delivery service of the firm would eliminate one of the trying marketing problems on this item. A number of housewives were consulted. All liked the article and the wrapping but some advised a few slight changes in the making of it. One hundred per cent of them said that the product itself—not this particular brand—was used in their homes.

Armed with this information, we called the account executive of the

agency on the phone. He politely but firmly informed us that the agency had a space buyer for the purpose of analyzing such solicitations. And off we trotted to join the "watchful waiters," and finally to present the story to the space buyer.

"I'm sorry, old man," said he, "but your papers are not on the list."

We told him that if we thought our papers were on the list we would have sent the errand boy for the orders. What we wanted was to point out why our papers should be on the list, why new campaign ideas for the product should be worked out—possibly for our papers alone. We were putting this idea to him, the space buyer, because he was the only point of contact between us and the agency, or—in a larger sense—between us and the advertiser.

As the columnist, F. P. A. would say: "P. S.—We didn't get the job."

That is not what we object to. After all, there may have been reasons galore, of which we had no knowledge, why our idea was unsuited to the needs of the advertiser. But we do object to the "negative-mindedness" of this space buyer.

Not an Isolated Instance

Nor is this incident isolated. In our own experience, we know of many more just like it. We have had the most logical of presentations turned down on the same basis—namely that "we are not on the list."

A space buyer, who is among our social intimates, explains this phenomenon as follows:

The great majority of men who visit him to solicit for space contracts speak at great length of thoroughly irrelevant matters. Not



House X

THE HOUSE

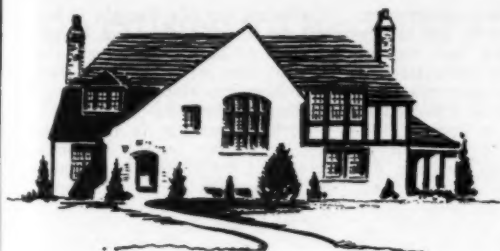
Cosmopolitan long since proved we l
that it is read in the best homes in and t
the country. And

We made surveys to show that its (X) f
coverage in 100 of the finest resi- S
dential suburbs is 1 to 3.5, increas- li
ing in such exclusive towns as n
South Orange, N. J., and Glencoe, b
Ill., to 1 to 2. th

But heretofore little has been Whe
known of the buying habits of fami
Cosmopolitan homes as compared with weal
non-Cosmopolitan homes in the C
same income class. le
an
in
th

Now—we've gone into 300 Cosmo- We'l
politan homes in a typical Trading surve
Center and into 300 non-Cosmo-
politan homes right next door—

COSMOPOLITAN: A Class Magazine



House Y

ENEXT DOOR

ved we looked through the houses
 es in and talked to the people.

And we found that Cosmopolitan
 t its (X) families are

resi- Socially active, great entertainers,
 eas- liberal buyers, homes luxuriously fur-
 s as nished, patrons of florists, beauty shops,
 coe, buy best groceries and plenty of every-
 thing.

Whereas non-Cosmopolitan (Y)
 Cos- families though essentially equal in
 with wealth, etc., are

the Careful buyers, entertain less often,
 less active in patronage of beauty shops
 mo- and florists, grocery bills lower, and
 ling interested in price merchandise rather
 mo- than style.

r- We'll be glad to tell you about this
 survey.

agath More Than 1,600,000 Circulation

that these matters are unimportant—far from it. But in the nature of things, they are not timely. Representatives have elaborate statistics to show the percentage of home-owning people in a particular town, or the gain in lineage of a certain paper. If the space buyer were at that moment weighing the advantages of two towns or two rival papers, that information might be vital. On the other hand, as general information, it may not be half as startling as the solicitor thinks. There may be a hundred other towns in the country, equally progressive, and the agency may have no occasion to use any one of them at the time. Such general and valuable information belongs in some ready-reference catalog or report that can be consulted and examined in thorough detail at the appropriate time.

A space buyer's head, according to our friend, should not be used as such a catalog. When so used, it turns into a machine and his powers of discernment are weakened. There are so many newspapers, magazines, outdoor advertising opportunities—there are so many accounts to consider—there are so many details that demand attention—and here comes a bird to recite statistics about the number of homes in Middletown that are electrically wired.

All of which means that the space buyer says "no" to probably nine out of ten of his visitors. Subconsciously (according to our informant) he regards the solicitor in the way so many regard insurance agents. These latter gentlemen certainly are selling the finest service in the world. But they come to us "cold turkey" or because a friend has sent them. If we were to buy from all of them, our wives and children would almost starve during our lifetimes and would wallow in luxury after our deaths.

If the insurance salesman were fortunate enough to arrive at the moment when we were deciding between more insurance or some luxury, we would listen with eager ears. But such a coincidence is almost impossible unless we send for him. And so all during his

discussion, our one thought is how can we win this argument by getting rid of him? We forget that perhaps one of them may have something important to tell us and we may not hear it.

Such an attitude is the wrong one for a space buyer. In the interests of his client, he should be on the lookout for good propositions. But the difficult nature of his work and the long-winded and often untimely calls of representatives conspire to make him "negative-minded."

We think that the space buyer should have one question uppermost in his mind: "Has this fellow something important enough to say to permit an interview with the account executive? If so, I will help him sell his idea direct by arranging an appointment."

Luckily, this seems to be the case in most of the competent agencies. The space buyer, whose analysis of "negative-mindedness" is given above, has worked his way into the firm. At first he met opposition from the account executives for the inroads on their time. Today, he has their co-operation and is rendering a better service to the agency's clients.

Obviously, the account executive can't see everybody. But just as obviously, he is much more closely in touch with the client's needs than the space department. And his mind is freer to absorb and evaluate a new kind of medium or a new approach.

If the account executive were to welcome such service on the part of the space buyer there would be many an interview arranged for representatives, whose solicitations are outside the routine plans.

A man with a new approach and a new idea to sell deserves a better answer than the negative-minded one: "Sorry, old man, but your papers are not on the list."

And, incidentally, so does the client!

V. D. Reed, Vice-President, Wells Agency

Vergil D. Reed, director of market research of the Wells Advertising Agency, Inc., Boston, has been elected vice-president of that agency.

Advertising to Overcome a Mistaken Idea

Face Brick Manufacturers Open a New Market by Going After the Remodeling Market

MANY businesses, when they set out to establish new uses for their products, find that consumers have set ideas and habits relating to the use of these items. How to overcome these traditions is always a problem.

This is the very situation encountered when the face brick manufacturers of the Southwest looked around for new uses for their face brick. They found they were up against a mistaken idea entertained by the general public to the effect that face brick could be used only in new houses. As a result, it was being entirely overlooked in remodeling jobs and in small construction work where expense was a deciding factor.

To overcome this attitude, the manufacturers decided to conduct an advertising campaign under the direction of the Face Brick Division of the Southwest Clay Products Institute, Dallas, Texas, of which they are members. Through the medium of twenty newspapers and three farm papers in Texas and Louisiana, they told how face brick could be used to remodel houses and do odd construction jobs at little increase in cost. They also told of the advantages which they claimed face brick had over other materials in the matter of fire protection and hence lower insurance rates; lower cost of up-

keep; improved appearance of the houses and better protection from the elements. They also made up a book of house plans which was sold for 50 cents to all those who wrote in for it.

A total of 1,465 inquiries were received by the institute during the first year, a large proportion of which were accompanied by the fee for the book. This was considered a very good return on the campaign and many inquiries resulted in actual sales.

The procedure in sending out the names received by the institute was as follows: Each week, the names and addresses were made up into lists and sent to each of the subscribing members of the institute. After this list was received by a company, the

follow-up was largely determined by the company's individual sales promotion policies, although every effort was made by the institute to urge the individual companies to get in touch with the prospect by letter or personal call.

The campaign was run during the spring and fall at which time most of the building operations are started. It was designed not only to reach the ultimate consumer but, also, to acquaint the architect and builder with the merits of face brick.

As a result of the campaign, the manufacturers have found that not



An Overcoat of mellow colored Face Brick renews the look of home and adds permanent, increasing value.

"Home is man's dearest possession." Yet the average of the elements and the changing of styles of architecture do leave their indelible marks of deterioration. But there is a happy way out of this situation. Slip the "old house place" into an overcoat of mellow-colored Face Brick. By thus beautifying the exterior, the old place takes on a new and stylish appearance—best within. It's still the same "home sweet home" that you wouldn't trade for the finest mansion in town.

Remodeling costs with Face Brick are unusually reasonable. The financing of improvements of this kind can be accomplished without checks, for Building and Loan Companies, Banks and Mortgage Companies not only consider this class of loan desirable, but they encourage it.

FACE BRICK
DIVISION
Southwest Clay Products Institute
1324 Atlantic Club Bldg., Dallas, Texas

Face Brick Division, Southwest Clay Products Institute, Inc.
1324 Atlantic Club Bldg., Dallas, Texas



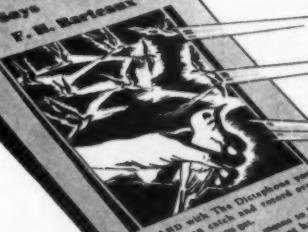
Checklist and list. Please send me your Face Book of "Choosing Face Brick Homes." () Please send Face Book: "Face Brick—Colored, Permanent and Profitable." () Also include "Think Face Brick the Old House" on remodeling.

Name _____
Address _____
City _____ State _____

Newspaper Advertising Is Being Used to Tell the Face Brick Remodeling Story

**"One idea caught
is worth ten
merely thought"**

**Says
F. W. Harcourt**



**And with The Dictaphone you
can catch and record every
good idea you get.**

Think what it means to have a
Dictaphone always at hand. Then
anytime you can repeat your thoughts
which you can repeat your thoughts
whenever you want to record them.

The Dictaphone, on your desk,
keeps your every idea as fresh as
the fountain pen. It is your best friend
in always being where you need it.
Phone Mr. Harcourt at Atlantic
1331 and he'll tell you all about the
quickest, easiest way to get things
off your chest.

DICTAPHONE

Write for your phone and
get the Dictaphone. It's the
F. W. HARCOURT
200 South Broadway
New York City
New York

The *Dictaphone*

230 PARK AVENUE NEW YORK



The buoyancy, the sheer lifting power, of the successful advertisement acknowledges its greatest debt to Imagination. Facts, of course, are vital—but need occasionally to be fitted with wings, tipped with Imagination!

Rickson Co.

NEW YORK CITY

only is the misconception about the various uses of face brick being overcome, but also that its advantages are being impressed on the minds of contractors and architects. This has led to an increase in the number of new brick houses being built, as well as old ones being done over.

Advertising Campaign for Leather Manufacturers

At a recent convention at Chicago of the Trunk, Luggage & Leather Goods Manufacturers of America, a committee was appointed to take action on plans for a four-year national advertising campaign. The committee consists of Sigmund Sand, general manager of the Hartmann Trunk Company, Racine, Wis.; Roger Manning, Berg Auto Trunk Company, Long Island City, N. Y.; and Louis P. Holmes, S. Dresner & Company, Chicago.

The campaign planned will co-operate with the advertising now being done by other associations. Three other trade groups are involved, the National Luggage Dealers' Association, the Luggage & Leather Goods Manufacturers' Association, and the Associated Leather Goods Manufacturers Association.

To Direct White Swan Coffee Campaign

The Waples Platter Company, Fort Worth, Texas, food distributor, has appointed the D'Arcy Advertising Company, Inc., St. Louis, to direct an advertising campaign in the Southwest on White Swan coffee. Newspapers will be used.

Death of W. R. Shannon

William R. Shannon, at one time with the *American Exporter* and later with The Gage Publishing Company, Inc., died recently at Evanston, Ill. More recently he had represented a list of domestic and foreign business publications at Chicago. Mr. Shannon's connection with the advertising business extended over a period of thirty years.

W. G. Lowmon with Williams, Lawrence & Cresmer

Willard G. Lowmon, for the last two years with the Chicago *Herald and Examiner* as assistant manager of the merchandising service department, has joined the Chicago office of the Williams, Lawrence & Cresmer Company, publishers' representative.

Appoints Frowert Agency

The Percival K. Frowert Company, Inc., New York advertising agency, has been appointed to direct the advertising account of W. J. Shore, Inc., industrial engineers, of that city. Newspapers and industrial publications will be used.

Plan Study of National Advertising for Real Estate

The appointment of a special committee to make a study and survey of national advertising and make recommendations as to the feasibility of a comprehensive campaign to advertise real estate nationally was authorized by the board of directors of the National Association of Real Estate Boards at its quarterly session held at Chicago recently. The committee is to present its recommendations to the directors at the association's midwinter meeting at Phoenix, Ariz., from January 22 to 24, 1930.

This undertaking comes as the result of a request made by the Omaha Real Estate Board for such action. The suggestion had been approved by 127 of the member boards of the national association.

The new committee will include members of the association's standing advertising committee. Louis G. Palmer, Detroit, chairman of the latter committee, has been named chairman of the special committee. Other members are Mills G. Clark, Cleveland; C. B. Stuhrt, Omaha; and W. W. Butts, St. Louis. Members of the advertising committee who will also serve on this special committee are: R. T. Mackintosh, Pittsburgh; Philip N. Arnold, Philadelphia; R. Franklin Hull, White Plains, N. Y.; W. S. Wallace, Oakland, Calif.; George F. Nixon, Chicago; and Hugh Potter, Houston, Tex.

Milwaukee Real Estate Men Co-operate in Campaign

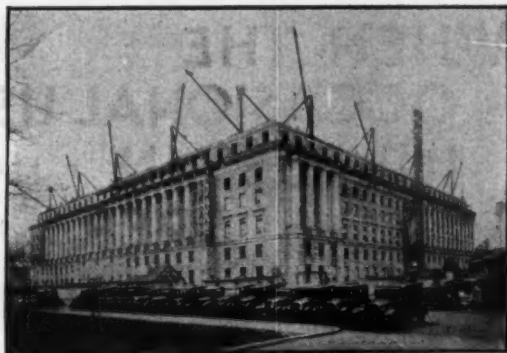
A number of Milwaukee real estate mortgage and mortgage bond dealers have appointed Neisser-Meyerhoff, Inc., Milwaukee advertising agency, to direct a newspaper and direct-mail advertising campaign on a co-operative basis. Newspaper copy now being run is educational and points out the advantages of buying Milwaukee real estate securities as safe and preferred investments.

A. D. Burhans with Nelson Chesman Agency

A. D. Burhans, formerly advertising manager of The Galloway Company, Waterloo, Galloway agricultural implements, has joined the agricultural staff of Nelson Chesman & Company, St. Louis advertising agency. For the last year, Mr. Burhans has been doing special agricultural advertising work for manufacturers in the Midwest.

Shirt Account to John-Arnold Agency

Louis Baskind & Company, New York, manufacturers of Beaucaire tailored shirts, have appointed the John-Arnold Company, advertising agency of that city, to direct their advertising account. Business papers will be used. A test campaign will also be conducted in newspapers.



The Growth of Washington Is Persistent and Consistent

The New U. S. Internal Revenue Building

Occupying the four squares from 10th to 12th and C Street to Ohio Avenue and now nearing completion.

It is part of the Federal Government's \$200,000,000 building program.

Washington (D. C.) is unique among the cities of the country. It is established upon a foundation unshaken by industrial conditions. It is immune from depressions. It is expanding in needful building; growing in population—making it one of the most attractive fields for promotion and most productive of results for products of merit that appeal to a cultured and financially competent public.

But one newspaper, is needed to cover the Washington Market, embracing the National Capital and 25-mile radius into Maryland and Virginia. The Star reaches practically everyone in this area.

The Evening Star.

With Sunday Morning Edition
WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Lake Michigan Building

WHEN THE OCCASIONAL USER INVESTS IN NEWSPAPER SPACE

\$1.18 may be a trifling amount for advertising to the man who is accustomed to buying newspaper space regularly . . . but . . .

to the occasional advertiser . . . the man or woman who inserts a Want Ad in the newspaper, \$1.18 represents a major advertising investment. Results are checked immediately and closely.

The occasional advertiser instinctively places his advertising in the medium he is accustomed to reading with confidence both for advertising and news.

In Pittsburgh the occasional advertiser shows, a better than two to one preference for THE PRESS. The \$1,118,000 advertisers can follow with guaranteed safety the lead of the \$1.18 advertiser.



During the first ten months of 1929 The Press published 58% of all Classified advertising appearing in the three Pittsburgh newspapers. Measurements by Media Records.

The Pittsburgh Press

A Scripps—Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
... OF THE UNITED PRESS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

Increase the Price and Quality and Stimulate Sales

A Milk Company Finds This to Be the Solution to a Competitive Problem

FREQUENTLY an advertiser arrives at the conclusion that every sales argument for his product has been exhausted. This is perhaps commonest in the lines of staple merchandise where quality and mode of manufacture as well as packaging are pretty well standardized.

Firms inclined to this view may find an interesting suggestion in the new merchandising idea which the Arden Gold Seal Farms, Inc., Los Angeles, has tried successfully. This dairy company, as a result of recent mergers, is one of the largest in Southern California and is a subsidiary of the Western Dairy Products Company. There are several other large dairy concerns in the territory, all selling about the same line of products and all of them advertising aggressively.

Due to keen competition, the kind and quality of their products was about the same. They were all putting out excellent merchandise. Most of the advertising and sales appeal, therefore, centered around service, time of delivery and other standard selling talk. Each company used about the same appeal as its competitors and sold its products at about the same price.

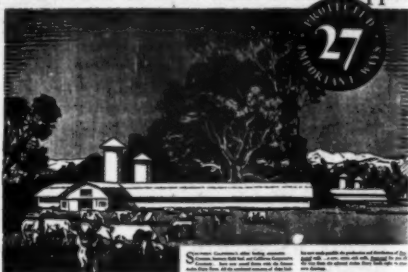
With such a situation, what would be more logical than to advance the price and with it the quality of the milk, employing this as the nucleus of the new merchandising plan?

A campaign was accordingly laid out in which the entire stress was put upon Arden Gold Seal Extra Rich Milk at 16 cents in-

stead of 15 cents, the prevailing price.

A richer milk, specially safeguarded, was offered. Emphasis was also placed on the protections surrounding the Extra Rich milk

NEW...! Extra Rich Arden Protected Milk with more cream...and double capped



Selected Cows at the Famous Arden Farm



Watch the Cream Line
Double Cap Protection



FOR 150,000 HOUSEWIVES
16¢
WATCH THE CREAM LINE

Why Arden Double Caps?
Double capping is the most important feature of the Arden milk. It is the only milk in the world that is double capped. This means that the milk is sealed in two places, making it impossible for bacteria to enter. This is why Arden milk is the only milk that is guaranteed to be pure and fresh.

Watch the Cream Line
The cream line is the most important feature of the Arden milk. It is the only milk in the world that has a cream line. This means that the milk is rich in cream, and this is why Arden milk is the only milk that is guaranteed to be rich and creamy.

Double Cap Protection
Double capping is the most important feature of the Arden milk. It is the only milk in the world that is double capped. This means that the milk is sealed in two places, making it impossible for bacteria to enter. This is why Arden milk is the only milk that is guaranteed to be pure and fresh.

Arden Gold Seal Milk

The Royal Family of Milk
WATCH THE CREAM LINE

Newspaper Advertising Was Used to Introduce the New Extra Rich Milk to Housewives

and upon the claim that it contained about 3 per cent more butter fat, or cream—almost a tea cup more cream per quart than any other pasteurized milk on the market. The regular 15-cent milk was, of course, retained for those who did not care to avail themselves of the richer milk.

It is significant that in the month following the launching of the campaign, nearly 50 per cent of the 150,000 customers of this firm changed over to the new, Extra Rich milk.

The success of this merchandising plan seems to prove, first of

"Extra touches" have just as much weight in typesetting as they have in copy or in art. Spacing, for example. Bundscho's inky-fingered artists watch their spacing just as carefully as Norman Rockwell paints a toe peering through a hobo's shoe.



J. M. BUNDSCHO, INC.
Advertising Typographers

65 EAST SOUTH WATER STREET

CHICAGO

HERE TYPE CAN SERVE YOU

IT TAKES TWO WING TO

A birdman who attempted to fly with but one wing would never leave the ground. Should he lose a wing while in the air he would side-slip or spiral to a fatal crash.

Advertisers who have tried to win the Boston market with but one wing to their advertising craft have never made a start, while others who discarded one pinion while in full flight have cracked up.

Boston is unique among great American markets. Fourth in size, with a population more densely concentrated per square mile than any other city except New York, Boston offers a market worthy of the mettle of any advertising pilot. As a market Boston is different, not difficult. Through Boston runs a line that cleaves the population into two distinct groups. This line has been drawn by heredity, tradition, environment and personal preference.

Boston's newspapers represent the viewpoints of one or the other of these two groups. No newspaper serves both. A comparison of the newspapers themselves will disclose to

BOSTON HERALD



INTO FLY IN BOSTON!

which group each paper makes its appeal. The Herald-Traveler differs from its three contemporaries in almost every respect. It serves the group that advertisers have found to be the backbone of Boston's buying capacity. The other group is reached by the other three papers.

The Herald-Traveler leads all Boston newspapers in total advertising lineage. This is evidence that Herald-Traveler advertising pays dividends proportionately larger in sales than other newspapers, and therefore its unit of circulation is more valuable to advertisers than the unit of circulation of any other Boston daily paper.

There can be but one conclusion—the most responsive and most profitable of Boston's two markets is the one served by the Herald-Traveler. The balance of the market can be reached for the most part by any one of the other newspapers.

Advertising Representative
GEORGE A. McDEVITT CO.
250 Park Avenue
New York, N. Y.
914 Peoples Gas Building
Chicago, Ill.

For seven years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston daily newspapers.

AD - TRAVELER



The Radio Story in Oregon!

Since the beginning of radio The Oregonian has been the outstanding leader in radio advertising in The Oregonian Market.

Media Records reports for the first ten months of 1929 convincingly illustrate the year-after-year leadership of The Oregonian in the radio field. During this ten-month period The Oregonian carried nearly as much radio advertising lineage as the three other Portland newspapers combined. The figures:

<i>Oregonian</i>	491,966 lines
<i>Journal</i>	304,358 lines
<i>Telegram</i>	126,798 lines
<i>News</i>	124,529 lines

(Media Records)

... Radio advertisers know that The Oregonian is the first and best advertising buy among the four Portland newspapers.

[The Oregonian owns and operates radio station KGW—the oldest and most popular radio station in the Pacific Northwest]

The Oregonian

PORTLAND, OREGON

The Preferred Newspaper of the Pacific Northwest
Circulation: Over 108,000 daily; over 171,000 Sunday

Nationally Represented by Verree & Conklin, Inc.

NEW YORK CHICAGO DETROIT SAN FRANCISCO
285 Madison Ave. 333 N. Michigan Av. 321 Lafayette Blvd. Monadnock Bldg.

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all, that people will buy a quality product at a slightly increased price, particularly when it is a food item affecting the family's health so closely as does milk and other dairy products. It would seem to indicate, too, that a fresh viewpoint is valuable, and, more important, that people are willing to pay more for a carefully selected and protected food.

A half showing of twenty-four-sheet posters and four daily newspapers were used to advertise the new milk. Full pages were employed in most of the weekly insertions and half pages in the balance. A series of teasers, both in the newspapers and on the poster-boards, was employed. The teaser campaign, poster and newspaper, ran for three weeks. All of the copy centered about the "new service" which was being brought "to 150,000 Los Angeles housewives."

The appeal of the campaign text stressed two factors—the new

name of the combined companies and the fact that Arden milk is "Protected 27 Important Ways."

Supplementing the newspaper and poster work were special meetings of the managers, drivers and office employees. Bottle hanger booklets were used for the customers. Also, a special edition of one of the newspapers was distributed to every customer, this issue containing nothing but information about the new milk and the combined creameries.

As a result of the close working with all drivers and employees a new enthusiasm seemed to seize everyone concerned, a morale stimulant of incalculable value. It was a new, bold step and it appealed to the entire Arden family. Now, two months later, the Extra Rich milk is a settled factor in the Los Angeles milk market.

Increase quality and price may be good advice for advertisers who have exhausted all sales arguments for their products.

Thirty-five Years Ago in "Printers' Ink"

[EDITORIAL NOTE: These abstracts and quotations appeared in the October and November issues of PRINTERS' INK, 1894.]

JAMES GORDON BENNETT asserted that the "personal column" of the advertising was the New York *Herald's* most popular feature.

* * *

Advertise honestly. It takes five minutes to disappoint a customer—five years to reassure him.

* * *

Lydia Pinkham's medicine first became generally known in 1876.

* * *

Scott & Bowne are spending one million dollars a year for advertising.

* * *

The story of the Scott's Emulsion trade-mark: Some ten years ago Mr. Scott was seated in the office of the American Consul at one of the little seaport towns of Norway, looking into the details of the oil products of that country.

Word suddenly came in that the largest codfish ever caught in the vicinity was outside. Mr. Scott went to view this extraordinary "catch." He saw a bronzed Norwegian bending over under the weight of a cod. A local photographer was immediately hunted up and a picture secured. The trade-mark of the emulsion is an exact reproduction of this photograph.

* * *

It is not always desirable that a large amount of space should be filled with a large number of words.

* * *

It may be worth mentioning that the *Herald* is the only New York daily newspaper whose first and last page is entirely monopolized by advertisers.

* * *

In 1894 England supported 200 dailies, and the United States 1,868. Paris possessed 141 dailies—more than London, New York, Philadelphia and Boston combined.

Why Is a Mail-Order Buyer?

He Is a Separate, Distinct and Peculiar Species of Human Being

By Maxwell Droke

President, Business Letter Institute, Inc.

MANY a tyro, adventuring in the mysteries of mail-order merchandising, has lost his shirt, and mortgaged his nether garments, because of an ignorant or stubborn belief that "lists is lists." He did not realize, until too late, that the mail-order buyer is a separate, distinct and peculiar species of human being.

A considerable proportion of our population does not and will not buy by mail with any degree of regularity. They will coldly and disdainfully pass up the most tempting offers, the most gorgeously printed prospectus. They are not, if I may use the phrase, "mail minded."

Let us take, for example, the comparatively simple case of a manufacturer marketing an all-weather top coat. "Every man is a prospect!" reasons the enthusiast. So he promptly mails 5,000 or 10,000 circulars to a list compiled from telephone or trade directories—and is bitterly disappointed at the meagerness of returns. In desperation he may slash another dollar or so off the price, try a new copy appeal, and repeat the performance with about the same results. Finally, he either stumbles upon the first fundamental of mail merchandising, or gives up in disgust and decides that "our product can't be sold by mail."

The experienced mail merchandising man would tackle the problem in a decidedly different manner. He knows that there is an almost astounding variance in lists. List "A" will often bring in two or three times the volume of business gleaned from lists "B" or "C."

Therefore, the first step in making a really accurate test is to secure a list of known *mail-order buyers*. Established mail-order houses of course have such lists, built up from their customer records over a period of years. These

lists rank as their most precious possession.

The beginner in mail merchandising, lacking such a list, must either rent one from a mail-order house handling related but non-competitive lines, or, if this is not practicable, boldly set out to build a list on his own account by circularizing general directories and listing the names of those who respond to his offerings.

This method is expensive, but most of us have to employ it at times, at least as a supplementary measure. If we have a line of products to market, we can afford to operate on a narrow margin, or even take a small loss on the initial order, making up for this on subsequent sales to the customer.

It's Easier to Sell Once a Prospect Has Purchased

It is a peculiarity of the business that persons who buy one article by mail usually are better-than-average prospects for another product merchandised in the same way, even though there is apparently little or no connection between the two. This is exemplified by the fact that a firm marketing table delicacies has successfully circularized a list of business book buyers, and the publishers of a magazine for business and professional men, obtained good results in exchanging mailing lists with a house selling custom-made shirts by mail.

This exchange of customer lists among concerns which are not direct competitors is far more prevalent than most laymen realize. While the actual lists are seldom turned over to another concern, it is a common practice for one firm to address envelopes for another from its customer records, they in turn reciprocating in like manner. The reason for this is obvious. Using the other fellow's ready-made list is more productive, less

The Kind of Readers Matters more Now than ever

The Boston Evening Transcript, has for a century, been the paper of Boston's best buying group.

Glance at its business pages—at its social section—at its editorial page—at its world news—and you will see that it is edited for persons of broad substantial cultural and business interests.

Place the Boston Evening Transcript on your Boston list for 1930.

Boston Evening Transcript

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

expensive, than building a list from scratch.

Now let's get down to fundamentals. Just why is a mail-order buyer? What are the factors that lead people to purchase merchandise through the mails?

There are three rather definite reasons. First, of course, is the factor on which mail merchandising was originally founded—the desire to buy a bargain. It is to this bargain-seeking instinct that the great catalog houses have always made their primary appeal. They feature staple merchandise at prices below the regular retail level. While there are exceptions—concerns marketing a narrow specialty line—generally speaking, the “bargain” type of merchandising is confined to the larger houses with tremendous buying power. The secret of success here really rests in buying rather than selling. It is an increasingly precarious proposition for the small fellow, particularly with the present-day multiplicity of cut-price retail outlets.

It should be noted, also, that there is an increasing tendency on the part of the public to fight shy of cheap merchandise. The “bargain” appeal is still a powerful motive, but people no longer buy an article simply because it is low in price. They want better merchandise. And the big mail-order houses are meeting this demand by “dressing up” their lines. Within the last few months one of the largest houses marketing by mail has discarded two of the leaders on which the business was originally built, substituting merchandise of a somewhat better grade, styled in the modern manner, and selling at a higher price. Two years ago such articles probably could not have been sold in this manner at a satisfactory profit. Times have changed.

Another factor which leads folk to buy by mail is a desire for distinctive merchandise; articles not commonly sold in stores. Naturally this factor develops a type of customer radically different from the bargain hunter. Here price becomes secondary to the de-

sire for distinction. The customer has no retail standard by which to judge, and pays the price which the vendor sets upon his merchandise, if it appears reasonable.

The Frank E. Davis Fish Company affords a good example of this type of merchandising. For years it has been successfully selling a variety of sea foods direct to the customer, by mail solicitation. Makers of custom shirts, and other items of apparel, have also found this method profitable.

And of course there is a growing business among the publishers of books who market by mail. These latter number among their patrons many who are not habitual mail-order buyers. They order by mail, because they want a specific book which cannot readily be obtained in any other way. However, having once bought a book by mail, such an individual will buy a second or third volume much more readily than will a prospect picked at random from a general list.

A third factor which leads persons to buy by mail is convenience. Many persons living in outlying districts make a large percentage of their purchases by mail, primarily because of the convenience. But convenience merchandise sales are by no means limited to rural districts. The remarkable success of the Book-of-the-Month Club and Literary Guild, which glean many of their sales from urban centers is abundant evidence that city people appreciate the convenience of marketing by mail. Although they may readily purchase the featured books in local establishments, the service feature makes a strong appeal to them. City people, you will find, respond to an unusual service more readily than their rural cousins. That is particularly true of services which hold a promise of saving time. While city people probably are no busier than the people in smaller communities, they usually *think* that they are; at least they place a more definite valuation upon their time. They are educated to forty-seven varieties of super-service, and are always ready to accept more.

\$391,000,000 IN SPENDABLE INCOME

Based on the per capita SPENDABLE income of \$1,280 for the average Buffalonian, the third highest in the country, The Buffalo Evening Times covers a market *within* a market that aggregates \$391,700,000 in SPENDABLE income . . . a rich market comprising The Times home-effective coverage in Metropolitan Buffalo . . . a market that is richer than the entire city of Rochester, twice as rich as New Orleans and three times as rich as Atlanta.

THE BUFFALO TIMES

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
. . . OF THE UNITED PRESS
and of
MEDIA RECORDS, INC.

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS
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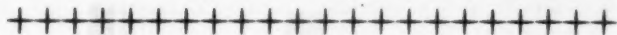
The members of this Council are:

- **Dr. William Alanson White**
Superintendent of St. Elizabeth's Hospital and professor of nervous diseases in Georgetown and George Washington Universities.
- **Dr. Frankwood E. Williams**
Medical Director of the National Committee for Mental Hygiene. Editor of Mental Hygiene.
- **Dr. Lawson G. Lowrey**
Director of the Institute for Child Guidance—an institution which is carrying on the most important clinical research in its field.
- **Dr. Josephine A. Jackson**
Author of the widely read book—"Outwitting Our Nerves". She was the first woman to receive a diploma from Rush Medical School.
- **Dr. Karl A. Menninger**
An outstanding writer on psychiatry as well as a distinguished practitioner. He is associated with the Menninger Clinic, medical director of the Menninger Psychiatric Hospital and Sanitarium, a professor at Washburn College.

D MAGAZINE

Cleveland
Topeka
Kansas City
St. Louis

Arthur Capper
Publisher



NICOLAS JENSON



Nicolas Jenson

roman *with its italic* reproduces satisfactorily for the first time the original type of this celebrated printer, designed almost 500 years ago . . . It is commended to your attention as an interesting type *now available on the Ludlow in complete series from 8 point to 72 point*. Advertisers, advertising agencies, and typographers today realize the advantage of the Ludlow for distinguished composition of text and display. Specimens on request.



LUDLOW TYPOGRAPH COMPANY

2032 CLYBOURN AVENUE

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Add Aji-No-Moto to the American Vocabulary

Japanese Food Manufacturers Are Laying Siege to the American Stomach

THE American stomach seemingly knows no national boundary lines. It has welcomed spaghetti from Italy, sauerkraut from Germany, Roquefort cheese from France, etc. Now, Japanese manufacturers of food products are turning their attention to the American field and several have already successfully entered the American market with products which were considered to be essentially associated with Japanese eating customs.

One of these is Aji-No-Moto, a fine white powder made from the heart of wheat. It has been a popular condiment in Japan for the last twenty-five years and is now being favorably received in New York, where it has recently been introduced. It is a seasoning with a very elusive flavor. The name, literally translated, means "Essence of Taste." Aji-No-Moto is used in almost every household in Japan and probably has greater distribution in that country than any other branded food product.

A few years ago, S. Suzuki & Company, the manufacturers of this product, made a test campaign in Hawaii to determine whether the American public would relish the taste of this seasoning. The results were highly satisfactory, and an extensive merchandising and advertising campaign was launched in Hawaii. The same tests were recently conducted in New York, and again the manufacturers found that there is a demand among Americans for such a food product.

The advertising appropriation for this product in Japan, alone, amounts to over \$500,000 and the manufacturers are confident that eventually their sales in America will warrant a campaign of similar proportions. In the meantime, they are using five newspapers in

New York, supplemented by radio broadcast, direct mail to dealers, show cards, posters and other display material. In most of the advertisements and in the radio talks as well, the advertiser offers to send anyone a free sample and a copy of a new recipe booklet. One medium only is being used to get direct-mail orders and to encourage out-of-town inquiries. Restaurants, hotels and clubs have been solicited for orders and advertisements placed in the trade publications that reach this group.

The copy appeal used for this campaign is varied inasmuch as the product has a number of talking points. One of the newspaper advertisements, headed "Men Like Meat," points out that it is the flavor of meat rather than the actual food value of it that we miss. The copy then states that Aji-No-Moto gives dishes a meaty taste without meat. Another piece of copy is headed "Your Old Recipes Grow Young with This New Seasoning," and still another is entitled "To Make Hopeless Dishes Delightful," the latter featuring the fact that this product gives new life to left-over dishes.

Another seasoning, but of an entirely different character, which is

To Make... 'hopeless' Dishes Delightful...

AJI-NO-MOTO
ESSENCE OF TASTE

MADAM, never consider any unwholesome dish hopeless. Hence, season freely. Add Aji-No-Moto... Just a pinch of Aji-No-Moto... and the missing seasoning and zest is there!

Aji-No-Moto, as you know, is the pure super-seasoning from Japan, long famous in the Orient and now the indispensable of cooking dishes in New York's exclusive restaurants, clubs and hotels.

Aji-No-Moto has the aroma of rich seasonings and the taste of prime beef, yet it is 100% wheat, being extracted from the heart of wheat. It blends well with any other seasoning, but does what no other seasoning can do... Delights the taste without revealing its identity.

HELPS COOKING HOUSES
Aji-No-Moto is the pure super-seasoning from Japan, long famous in the Orient and now the indispensable of cooking dishes in New York's exclusive restaurants, clubs and hotels.

NEW RECIPES FOR OLD
Aji-No-Moto has the aroma of rich seasonings and the taste of prime beef, yet it is 100% wheat, being extracted from the heart of wheat. It blends well with any other seasoning, but does what no other seasoning can do... Delights the taste without revealing its identity.

ONE LEFT-OVER
Aji-No-Moto has the aroma of rich seasonings and the taste of prime beef, yet it is 100% wheat, being extracted from the heart of wheat. It blends well with any other seasoning, but does what no other seasoning can do... Delights the taste without revealing its identity.

OVER SEASONED MEAT FLAVORS
Aji-No-Moto has the aroma of rich seasonings and the taste of prime beef, yet it is 100% wheat, being extracted from the heart of wheat. It blends well with any other seasoning, but does what no other seasoning can do... Delights the taste without revealing its identity.

AJI-NO-MOTO
ESSENCE OF TASTE

Newspaper Advertising Is Being Used for Aji-No-Moto

very widely used in Japan and which has found a market in America, is Kikkoman Sauce. This sauce is brewed and aged in Japan and sold in sterilized and hermetically sealed bottles. It adds a piquancy of flavor to soups, salads, meats, etc. It is used after the fashion of Worcestershire Sauce but has a unique taste all its own. In Japan, its use is widespread and rather extensive advertising plans which the maker has formulated, seem to indicate that it will soon be found in many American households as well.

However, it will be a few months more before this campaign is ready to be released as a preliminary research and investigation is just now being completed. The package is being designed to conform with established Western display standards and the wrappings and labels are being prepared to appeal to American housewives.

A more staple article, for which during the last few years there has been more of a demand than the Japanese can supply, is canned crabmeat. Today, approximately 25,000,000 cans of Japanese canned crabmeat are consumed each year by Americans. The Japanese have formed an organization called the Japan Canned Crabmeat Association. They have provided that for every case of crabmeat shipped to America, a specified sum should be reserved for advertising, thus creating a joint campaign fund. The Crabmeat Association uses newspapers only and has been advertising in the principal cities throughout the United States where their distribution is strongest.

In addition to the association advertising, the members who belong to this group have been doing advertising of their own to feature their particular brand name. The largest advertised brand in this group is Geisha Crabmeat. It also is advertised in the newspapers only, in about twenty cities. The advertising copy features the fact that this crabmeat is packed in parchment paper before it is put into the cans and that this "Queen of all Sea Foods" comes from the waters of Northern Japan.

The Japan Tea Association and Formosa Tea Association have conducted independent advertising campaigns of their own for a number of years. The former has been using women's magazines principally, while the latter uses newspapers as well.

In the consumer advertising for these food products, they are frankly introduced as having emanated from Japan. With the American consumption of these Japanese products constantly growing, one fact becomes outstandingly clear, and that is that the people of America are open-minded on the subject of eating and can be educated to new tastes when the facts are presented to them in an interesting and also logical manner.

From a Re-reader

F. X. GANTER COMPANY
BALTIMORE

Editor of PRINTERS' INK:

I find that it sometimes pays to read PRINTERS' INK twice.

Last evening I was approaching Baltimore on train and on looking in my bag for something to read I found the issue of September 26 that I had taken on a former trip and had read.

Re-reading the article on page 89 "How Small Industrial Concerns Win Recognition" started a trend of thought that I think is going to be helpful to us.

W. THOS. HORMES,
President.

Appoint Bernstein & Livingston

A. Guirani & Bros., San Francisco, have appointed Bernstein & Livingston, San Francisco advertising agency, to direct the advertising of their Star Brand Olive Oil.

The Ek-o-Nomik Products Corporation, San Francisco, has also appointed Bernstein & Livingston to direct the advertising of O-Vap-O.

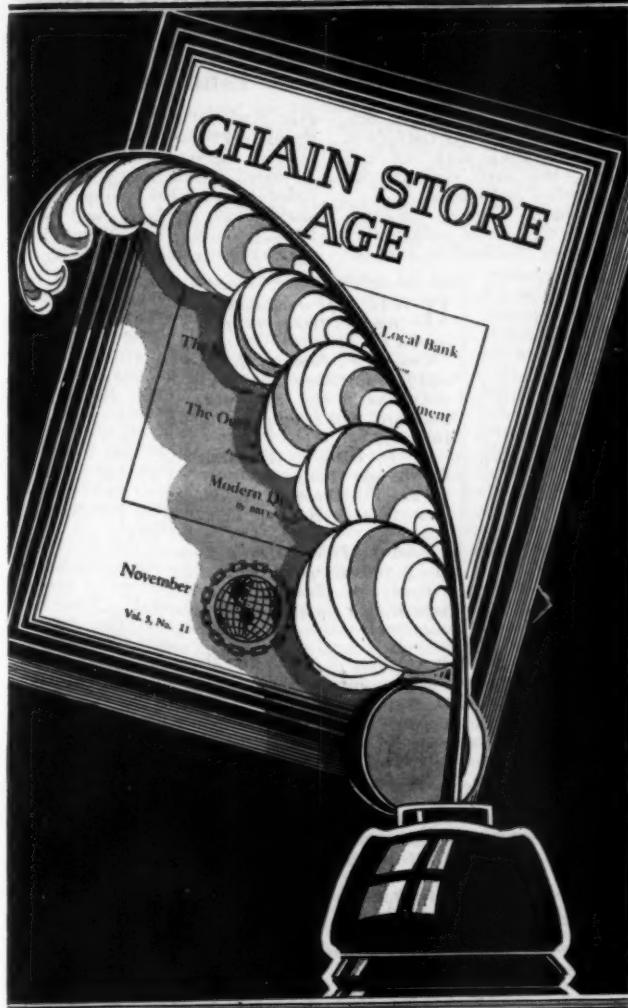
Gordon Gray with Powers & Stone

Gordon Gray, formerly with the New York office of the Kansas City Star, has been appointed Eastern manager, at that city, of Powers & Stone, Inc., publishers' representative. He succeeds John H. Powers, resigned.

Jane Carmichael Joins Addison Vars

Mrs. Jane Carmichael, food consultant, has joined the Rochester office of Addison Vars, Inc., advertising agency. She was formerly a writer of domestic science articles on the staff of the Rochester Journal American.

EDITORIAL PRESTIGE



BY EVERY COMPARISON FIRST IN THE FIELD
93 WORTH ST. NEW YORK

How Six Corporation Executives Vote on Employee Stock Ownership

They Vote, Mostly, in the Affirmative, But Suggest Reservations

By Arthur H. Little

ONE opinion: "We see no reason for abandoning the idea of sharing our stock with our employees. We shall continue our present policy and plan."

An opposite opinion: "Experience with the idea of selling stock to employees convinced us, even before the stock-market slump, that the idea is dangerous, in that it encourages stock-market gambling. In our judgment, it is not the best plan for interesting our workers and generating good-will."

An opinion in-between: "The idea is sound. But its application must be surrounded by safeguards that, when extraordinary temptation presents itself, will protect the employees against speculation."

Thus business executives answer the question that was presented in these pages on November 7: What of stock-sharing now? In the light of recent events in Wall Street, what are to be the future policy and plan?

The weight of opinion, if we may judge by the cross-section presented by expressions from representative executives, lies between two extremes. It concedes that, in principle, stock-sharing with employees is beneficial, in that it shares with employees the managerial point of view, tends to reduce labor turnover, and encourages thrift. But the weight of opinion stresses the reservation that the plan be applied carefully and intelligently, and only after a thorough consideration of the contingencies to which it may

give rise—or that may arise of themselves.

When the stock market soars, as it soared in the swoop that preceded the October slump, certain shareholding employees will speculate. Counseled though they have been against gambling, they buy on margin for a rise.

And when the market slumps, as it slumped this fall, the speculating employees lose, not only their paper profits, but their actual capital, including their savings and the paid-for shares they have posted as collateral.

True it is that, comparatively, the number of losers is small. True it is, also, that the men most likely to speculate

are those most openly exposed to the gambling epidemic—the executives, the "key" men, and the men in the selling end of business. But business concedes that the morale of "key" executives and of the selling men is vitally important.

In the production end, actual losses of money as a result of the market's behavior were probably even more limited in number. But their effect may have been surprisingly widespread. For again rises a question of morale. Factory workers remember that they were urged by their bosses to buy stock. At first, the idea of exchanging money for a piece of paper may have been hard to grasp. But the men took the bosses' word and bought. The market climbed. What? The piece of paper that cost only a hundred bucks now worth two hundred? Then the slump.

WHAT of stock-sharing now? Here are presented the views of:

George W. Johnson, Endicott-Johnson Shoe Company;
Edward G. Seubert, Standard Oil Company of Indiana;

H. C. Osborn, American Multigraph Company;

Paul W. Litchfield, Good-year Tire & Rubber Company;

Fred E. Frank, Henry A. Dix & Sons Corporation; and
George W. Eastman, Eastman Kodak Company.

*See page 25, November 7.

PUT THE BANKER IN YOUR PICTURE

Sales and Advertising Managers Please Note!

Reprinted by permission—An Editorial in Printers' Ink

Business and the Banker

In an article in the Nov. 28th issue of PRINTERS' INK, Lowell W. Smith, credit manager of Thomas J. Lipton, Inc., remarks that the manufacturer's salesman knows—or ought to know his retail customer's banker. The suggestion touches a line of thought concerning a business factor who, in the months that are to come, is certain to exert a growing influence upon trade.

Always, the customer's banker has been the customer's silent partner. Always, the banker has influenced the retailer's buying. In many an instance, it is the banker who supplies the funds with which the careful buyer discounts his bills—the buyer who knows that, even by borrowing money with which to reap his discounts, he can gather in a profit in interest. It is the banker who sees, more often than anyone else, the retailer's financial statement; and upon its condition the banker predicates his advice concerning the retailer's policies. It is to his banker, rather often, that the retailer goes when he needs money with which to buy equipment, or to pick off a particularly advantageous offering of merchandise. *And it is the banker who, weighing all the facts, decides the matter.*

In the months to come, the banker's influence cannot well diminish. On the contrary, it seems logical to expect that his conservative customers will come to rely more and more upon his judgment.

When he suggested that the manufacturer's salesman wisely may cultivate the acquaintance of the bankers in his territory, Credit Manager Smith was thinking of the protection of business against credit losses. But the suggestion is significant, too, to men who think in terms of sales. *The manufacturer is wise who forgets not his customer's banker; and the manufacturer is fortunate who, in the course of his merchandising job, can win and hold the banker's good-will.*

Reader Interest in the Journal is at a high point and the advertising rates fit any appropriation. You need Banker Influence!

(The Italics Are Ours—The Banker IS in Your Picture)

(Let Us Send You Further Proof of Banker Influence)

AMERICAN BANKERS *Association* **JOURNAL**

110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark

Your shivers warm you
"beware cold-weather warning"

GARR-Ph!
Horr-mg!
UR-RG!
UR!!

A cold-weather warning

the New **Mobiloil**

of the foremost industry companies in Europe, 8 use Vacuum Oil Company lubricants for their exact requirements

67 miles an hour -

The largest-selling soap in

ADVERTISERS with whom we work

The feminine strategy of

Howle

Eighty perilous miles with a bushel of sea-salt

PARKE, DAVIS & CO.

The only soap scientifically proved by America's best dermatologists

CANAT



Magazine / Newspaper / Outdoor / Street Car / Radio

We Offer You A New Great Britain

THE DAILY EXPRESS offers you a national audience composed of the younger men and women who are now taking over control of affairs in Great Britain.

Proof of the power of THE DAILY EXPRESS to reach and hold this new leadership class, and proof of the growth and energy of the class, are shown by the growth of THE DAILY EXPRESS.

SINCE DECEMBER 1926 THE NET SALES OF THE DAILY EXPRESS HAVE ADVANCED, STEADILY AND CONSTANTLY, MONTH AFTER MONTH, WITHOUT A SINGLE BREAK.

This is a record not even approached by any other newspaper in Great Britain.

Another of the record-breaking achievements of THE DAILY EXPRESS in growth and service to *new* Great Britain, is its vast national organization for production.

THE DAILY EXPRESS IS PUBLISHED, SIMULTANEOUSLY IN LONDON, MANCHESTER AND GLASGOW, WITH COMPLETE STAFFS AND COMPLETE PRODUCTION PLANT IN EACH CITY. A WORLD RECORD FOR NATIONAL SERVICE.

Daily Express

GREAT BRITAIN'S NATIONAL CHAMPION

JOSHUA B. POWERS, INC.,

Exclusive Advertising Representatives

250 PARK AVENUE, NEW YORK

London

Paris

Berlin

Buenos Aires

If you are interested in the great British market you should be on our mailing list to receive our series of booklets on How to Sell Forty Million British.

How much for the piece of paper now?

Perhaps many an executive who employs unskilled labor in his foundry or rolling mill or blast-furnace battery is wondering how he can explain.

What of mass morale?

Here, in the words of George W. Johnson, is the opinion of the Endicott-Johnson Shoe Company:

Our company has several ways of trying to interest its working partners in the industry. The most important is to interest them in the actual tasks of daily labor. This we do by giving them very pleasant, healthful work rooms, the best of machinery with all the late improvements, the piece-work system (which, in my opinion, is the best incentive to create interest and increase efficiency) and a flexible system of hours—not over forty-eight in one week, except where special time is put in. But the employees may come to work as early in the morning as they choose and quit as early as they choose in the middle of the day, having done a fair day's work. This is a great incentive and interests them keenly.

We pay as high wages as the industry can possibly pay and meet their obligations and any and all competition. At the end of each year, when there are profits beyond those required for taxes and dividends to stockholders, we have a "fifty-fifty" split of such profits, between stockholders and workers. Each worker receives exactly the same amount—no deductions and no additions. The lowest-paid worker receives the same as the highest-paid worker, in what we know as "excess profits."

The average wage—for man, woman and child, using every name on the pay roll, whether full time or short time—is around \$1,500 a year, plus many other privileges—medicine without cost for the worker and dependent family, nursing service, hospitals of the best, and recreation of all kinds.

In our judgment, the sale of stock to workers is not the best plan to interest them; but a division of the profits, and other things mentioned above, are a better incentive to create interest, loyalty and goodwill.

Until we were a corporation, an agreement existed among the partners that no money should be invested in any other business, either by stock ownership or in any other manner, by any of the partners in the business; that all profits should be retained in the business to take care of development, expansion and growth, and guarantee financial strength.

Since we became a corporation, with many of the workers and others buying the stock of the company, it has been very noticeable

that the habit of gambling in stocks has grown rapidly, until in the past five years it has become a real evil. And since the stock crash, many workers who had homes free of mortgage have been forced to mortgage them. Many others who had savings lost them. And thus the habit of stock buying or stock ownership by workers has worked to our great disadvantage in many serious ways.

Thrift is as great a virtue as ever. Ambition to own a home free of debt is the best expression of thrift. Instalment buying is and has been the curse of the workers.

Thus an opinion definitely negative, a vote of "no" against stock-sharing. Balanced against that negative, however, is presented an opinion most definitely positive. It comes from Edward G. Seubert, president of the Standard Oil Company (Indiana). He writes:

The Standard Oil Company (Indiana) is now operating its third employees' stock purchasing plan. The first, extending over a period of five years, was terminated in March, 1926, and the second, extending over three years, ended in March, 1929. As a result of these plans, approximately 16,000 employees of this company are today stockholders. They own 4.55 per cent of all the stock, or more than any individual shareholder, except one, a charitable institution.

To limit the effect of fluctuations in the market, the price to employees is fixed for each year's purchases at the average for the period of six months prior to March 31st. Toward the price of the stock the company contributes one-third, or 50 per cent of the amount contributed by employees themselves. The purchasing of stock is thus encouraged by payment of what is, in effect, a bonus.

The plan has been in operation long enough to demonstrate that it has important advantages for the company. It causes employees to think of themselves as part owners. It increases their interest in effecting economies and increasing efficiency. It encourages them to offer practical suggestions for improvement of methods and practices. For the employee himself the plan is a great boon because it gives him a systematic plan of saving and investment which tends to create a competence that will make him independent of the hazards of life. The aim of the plan is that employees shall keep their stock. It even provides a penalty in the shape of suspension from the privilege of participation to discourage employees from disposing of their stock.

The usual circumstances which lead employees to dispose of their holdings are separation from the

company to embark in some business where the savings are needed, or development of unusual need of money through illness in the family or other misfortunes. And it is not to be prevented that a limited number of employees pledge their stock as collateral in connection with unwise investments, and lose it. Wisdom in use of the stock depends on the character of the individual, and no matter how much this company counsels employees to hold stocks, there will be some who lose them.

It has not been the experience of the Standard of Indiana, however, that its stock sharing plan has led extensively to speculation in the stock market. For the isolated cases in which speculative tendencies have developed, there have been numerous other causative factors. Under present-day conditions, with speculation in stocks talked of as never before in the press and wherever business men gather, it is altogether probable that individuals who have speculated in stocks would have done so, whether participants in the stock purchasing plan or not, if they had anything with which to speculate.

It has been repeatedly stated by our employees that only since the stock purchase plans gave them a systematic scheme of saving, have they been able to accumulate wealth. With this wealth—be it ever so limited—in the form of sound and negotiable securities, they have reserve resources giving them a position of independence never before enjoyed. If a loan is needed to finance the building of a home or to tide over a period of illness, they need not beg from friends. They are able to walk into the bank and secure what they need as a matter of business, and be treated with respect by the banker in the bargain.

The average employee understands and enjoys the new independence he has in this way acquired. He will not risk losing it, and losing the right to participate further in the stock purchase plan by throwing his stock in on a hazardous speculation. Except under very unusual circumstances, his own investment in the stock will always be well below its market value, making its yield purely as an investment particularly attractive.

The experience of this company has been strongly in favor of continuance of the stock sharing system. We have interest, enthusiasm, loyalty, as never before; and toward these the stock purchasing plan has been a weighty developing influence. Of the participants in the first plan, ended in March, 1926, 67 per cent still own their stock. Of participants in the second plan, ending in March this year, 93 per cent still have their holdings. It appears entirely gratifying that the percentage of participants in stock sharing who have disposed of their shares is relatively small. We

have no statistics as to how many employees have lost their stock as the basis of stock market speculation. I am of the opinion that they are very few. Overwhelming any possible undesirable influence our stock purchasing plan may have on a few individuals, is the great good it unquestionably accomplishes for the great majority of the participating employees, as well as for the interests of stockholders, management and general public.

In some instances, there is manifest a feeling that the whole structure of stock-participation wisely may be designed to make speculation in the company's stock—even by the few—extremely difficult. It is suggested that corporations devise methods by which the employee invests, not directly in the stock of his company, but in the securities of an investment fund or investment trust, set up by the employer and perhaps jointly managed by employer and employee. Two outstanding examples of this method are the employee-investment plans of General Motors and General Electric. Concerning the former, the following expression of opinion from H. C. Osborn, president of the American Multi-graph Company, includes an interesting comment:

You ask for my views, based on the supposition that we have had experience with stock participation with our employees. This, I am pleased to say under the present conditions, is not the case.

We did some years ago offer a certain block of stock to employees, and this was entirely subscribed; but we have made no general practice of urging our employees to invest in the company's securities. While there is considerable held by employees, it is held just as any other stockholder, without urging on our part and without assistance from us in any way. We, therefore, are relieved of any responsibility in connection therewith.

I think that the situation pertaining to the inflation of securities, which we have seen in the past few years, has had a bad influence for a great many of the working class. In other words, they have had their minds on the market, rather than on their jobs; and, of course, the unfortunate part is that so many of them have been caught in the recent slump.

Out of this situation, no doubt, will evolve some safe plan whereby the advantages of employees stock ownership may be secured, without the disadvantages which a situation, such as the country is now passing through, engenders.

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REACHING THE BUYER IS HALF THE SALE



"Yes—But MY Business is Seasonal!"

Major Products Advertised on Criterion Boards

Camel Cigarettes
Reckitt's Blue
Green River
Snowdrift
Schlitz Malt Syrup
Ward's Bread and Cakes
CN Disinfectant
Wrigley's Gum
Werka Washing Powder
Mavis
Tolley's Cake
Majestic Radio
Old Master Coffee
Mail Pouch Tobacco
Dayton Tires
Mohawk Tires
Grape-Ola

MODERN merchandising recognizes seasons less and less. But even if seasonal valleys still occur in sales, they are not necessary in advertising.

Criterion (3-sheet) Posters provide continuity 365 days a year at a cost that permits charging the whole expense to the season—considering the rest of it velvet.

No. 14 of a series, inviting attention to twenty unique features of Criterion National Neighborhood Posting. Criterion Service, Graybar Building, New York City.

CRITERION SERVICE

The Original and Only Uniform National
Service of 3-Sheet Neighborhood Posting

CRITERION SERVICE, GRAYBAR BUILDING, NEW YORK CITY
Please send us the portfolio advertised in Printers' Ink



Company Name.....
Address
Attention of
Title.....

The question in my mind is whether employees, with their limited means, should be encouraged to speculate in stock. I think not. As to whether they should be encouraged to invest is another matter; and if this is so, I believe the security that is sold them ought to be in the nature of a bond or prior lien security, the safety and yield of which would be far greater than the common stock of a corporation, and it would take away the speculation possibility as well as dangers which are inherent in a junior security.

I would say that the General Motors plan of a securities company is the best so far put into effect. This plan places the speculation features with the management of the securities company and not with the individual employee; and, by not paying out more than a certain percentage of the dividends received, permits of a reserve fund being set up for market depreciation in the security held and stabilizes the employees' holdings in the security company.

I shall watch with interest the developments along this line; for the market situation of this last month or two places an entirely different aspect on the entire situation.

Pertinent to our subject at this point is General Electric's opinion of its plan, as the plan operated under stock-market fire. The comment is presented in "General Electric News," which goes to all G. E. employees.

Crash in the stock market. Bottom dropped out. Twenty-five billion dollars lost!

Millions of speculators, stock gamblers and even investors saw their wealth shrink—simply melt away. Twenty-five billion dollars—about as much as the sum of all Liberty Loans combined!

And this amount of money was lost in ten days. Perhaps you who are reading this lost some of your hard-earned savings.

But investors in G. E. Employees Securities Corporation bonds lost nothing. Not a cent. The bonds stood like the Rock of Gibraltar, and they will stand like the Rock of Gibraltar.

Take the case of two men on January 1, 1929, each with a thousand dollars. The man who put the thousand dollars into Securities Corporation bonds at the beginning of this year still has the thousand-dollar bonds, and he will also have \$80 of interest besides, by the time the year is over. But the man who put a thousand dollars into almost any stock on January 1, today has only \$500 or less. And the dividends, if any at all, were probably \$20, or less.

Speculating in the stock market is a good deal like any other gambling game. You either lose at the

start or you lose at the finish. If you don't lose at the start, you win a little and then lose it all, whether it's playing the ponies, or roulette, or lottery, or any sucker game.

But the G. E. employees bonds not only are safe, they also pay a very handsome return to those who own them.

When General Electric stock was pushed up by outside gamblers and speculators to \$400 a share, it paid only 1 per cent on the money invested at that price. Even now G. E. stock pays only about 2 per cent to anyone who buys it at the present market price.

No one can stop people who specialize in G. E. stock.

But Securities Corporation officials can control the price of Securities Corporation bonds. A hundred dollar bond is still a hundred dollar bond—this year and next and next. How much better that is, how much surer we are of where we stand, than if we own stock which is \$140 a share on Monday and worth only \$50 a share on the following Saturday. Our Securities Corporation bonds are perfectly safe, and the 6 per cent on the bonds, plus the extra 2 per cent which the company pays, is a better return than we can get in any other safe way.

A closely restricted plan of stock participation is offered by the Goodyear Tire & Rubber Company. A description of the plan, together with a history of how it passed through a business set-back in 1921, is presented in the following letter from Goodyear's president, Paul W. Litchfield:

I was interested in reading the article, "What of Stock Sharing Now?"

Between 1915 and 1920, the Goodyear Tire & Rubber Company had a profit-sharing plan in common stock for its key men and a thrift plan in preferred stock for all its employees. During those years, the company was very successful, but met with disaster in 1921, at which time both its preferred and common stocks suffered a severe depreciation in value.

Common stock, however, had made such a great appreciation during the period over which it was held that there was no substantial loss to the holders, except to those who had taken up their stock and used it as collateral for marginal buying or other speculations, in which cases there were many severe losses.

In regard to the thrift plan, using preferred stock as a basis, those who had not completed their purchases were reimbursed by the company for the money they had paid in; but those who had paid for their stock in full suffered a substantial reduction in the value of their securities for about five years. At the end of that time, accumulated

Meet

**MISS
1930**



Our
Fashion
Editor
Knows
Her
Fashions

That is another
reason why

100,000 American
Girls Buy Miss 1930
Every Month

"THE magazine for the modern girl"

(More Next Week)



Average Per Acre
PACIFIC NORTHWEST



WASHINGTON IDAHO-OREGON

PRODUCE

1/3	NATION'S APPLES
1/7	NATION'S WOOL
1/8	NATION'S SHEEP
1/10	NATION'S WHEAT
1/12	NATION'S POTATOES
1/12	NATION'S CONDENSED MILK

\$86,000,000 Dairy Products
\$58,000,000 Poultry-Eggs
\$225,000,000 Live Stock



COWLES PUBLICATIONS

BIG APPLE

Per Capita Buyer of
Idaho, Oregon Farms 5 Y
61% Higher Than

DURING the past five years the average gross income of Pacific Northwest farms was \$2,603 or 41% higher than the nation's average, leading 32 other states. For the same period the per capita income of farmers in these three states was \$61 or 61% higher than the nation's average and leading 36 states. In 1928 the total income from Pacific Northwest farms reached \$446,203,000, a figure attained or exceeded by only six states in the union.

These figures (from October "Crop and Markets" of the U. S. Department of Agriculture) explain why the standard of living on Pacific Northwest farms is exceptionally high—why, for instance, over one-tenth of the nation's electrified farms are in these three states.



One of the Hundreds of Busy Apple Packing Plants in Pacific Northwest

1929 FARM OUTLOOK
Thoroughly Cover This
ONE ORDER, ONE

THE PACIFIC NORTHWEST FARMER
THE WASHINGTON FARMER THE

Reach 7 out of every 10 Farmers
General Offices: Spokane, Wash.
Advertising Representatives: Associated Press

PLUG INCOMES

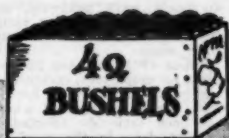
**Buyer of Washington,
Farm 5 Years Has Been
er Trio's Average**

the average Success for the Pacific Northwest apple
Northwest industry is one reason for this section's
growing farm prosperity. Washington
produces more apples and gets more money
for its apples than any other state, and
both Idaho and Oregon yielded 31,803,
0 bushels of commercial apples in 1929
37% of the nation's total output.
There is only one way to adequately
reach these unusually favored Pacific
Northwest farmers and that is through
their state weeklies, The Washington
Farmer, The Idaho Farmer and The
Oregon Farmer.

These weeklies, comprising the Pacific
Northwest Farm Trio, have built up a
wide circulation in excess of 110,000
copies each issue, concentrated in the Pacific
Northwest and reaching 7 out of every 10
farm households in this favored section—
circulation 83% UNduplicated by any
other farm paper or magazine. These
state farm weeklies wield a powerful and
unparalleled influence with their 110,000
farm subscribers as proved by over 61,000
pieces of correspondence that come to them
annually from their readers, and splendid
results received by their advertisers.

**SPECIAL AGRICULTURAL MAR-
KET SURVEYS** showing the demand for
4 products used on farms in Washington,
Idaho and Oregon have been compiled.
They include electrical equipment, food
products, soaps, etc. The survey for your
particular line of merchandise will be
promptly mailed on request—send for it.

OVER \$765,000,000
Favored Farm Field With
AND ONE MEDIUM
WEST FARM TRIO
THE FARMER THE OREGON FARMER
Fruitgrowers in Their States
Each Office: Seattle, Portland, Boise
Los Angeles, New York, Chicago, San Francisco



Average Per Acre
UNITED STATES

WASHINGTON IDAHO-OREGON

YIELD	
32%	MORE POTATOES PER ACRE
52%	MORE WHEAT PER ACRE
53%	MORE HAY PER ACRE
65%	MORE BERRIES PER ACRE
134%	MORE VEGETABLES PER ACRE
200%	MORE APPLES PER ACRE
33%	MORE MILK PER COW
25%	MORE EGGS PER HEN
THAN NATION AS A WHOLE	



The Spokane Country—101,733
urban families. The Spokesman-Re-
view and Spokane Chronicle, circula-
tion 93,000 (86% UNduplicated.)

dividends were paid up, and the stocks reached a higher value than the value at the time the purchases were made.

Since 1921, we have had no stock plans for employees, excepting a stock and profit-sharing plan for our key men, the advantages of which have not been seriously affected by the present drop in the stock market. The plan is so arranged that under no circumstances can it ever become a liability to the participant.

We believe, however, in the principle of stock plans for our employees, probably in thrift plans dealing in preferred stock when it has sound book values, well margined. Under ordinary circumstances, we think that common stock should be used only in the case of key men, with proper safeguards against depreciation, so that these key men may share in the profits, when earned, but be reasonably protected against substantial losses that might impair their efficiency.

However, neither of these plans has been put into effect, as during the past few years we have been building sound book values behind our preferred stocks, to make them a safer investment for our employees; and the market for common stock has been higher than we have felt justified in accumulating it for an employees' participation plan.

We rather anticipate that as a result of the downward swing of the pendulum of stock values, a situation may be created whereby stocks can be acquired which may be offered under some reasonably safe plan for the benefit of our employees a little later on.

The idea of offering preferred stock to employees in general and of restricting common-stock offerings to executives has been applied by the Henry A. Dix & Sons Corporation; and from that company's president, Fred E. Frank, comes the following comment: "Our employees have received only 7 per cent preferred stock and the common is held by executives, only. Since the stock never was listed on any exchange, it is therefore subject to fluctuations only insofar as the profits of the business are concerned."

Obviously, business executives are giving new consideration to the matter of employee relations. Stock-sharing plans are being scrutinized; and some of them that now are in operation will be overhauled. In some instances, it seems reasonable to expect, executives will consider other expedients—such expedients, perhaps, as that now being applied by the Eastman Kodak Company.

In 1919, Kodak's president, George W. Eastman, donated approximately 10,000 shares of Eastman stock, worth, at par, about \$1,000,000, to match a similar donation from the company, the two blocks of stock to provide a supply from which shares were to be sold to employees. Subscribing employees were permitted to pay cash down, or installments. The maximum for which any employee might subscribe was fixed at 2 per cent of the total of his wages or salary for a period of five years. In 1923, the maximum was lowered to 1 per cent.

Late in December of last year, Mr. Eastman announced to the company employees that the stock-participation plan had expired and that in its place there would be provided a plan of retirement annuities, life insurance and disability benefits.

To establish the plan required an initial investment of about \$6,500,000, of which one-half was contributed by the company and one-half by the Kodak Employees Association. Originally, the funds of the employees association were contributed by Mr. Eastman and the company to provide an income from which to pay employees' service bonuses.

The new plan, calling for an additional contribution of more than \$3,000,000 on the part of the company, operates in conjunction with an insurance company. Incidentally, the new arrangement does not affect an important service that always has been rendered by the employees' association—the financing of employees' homes through second mortgages; for the company has assumed the responsibility of providing the association with sufficient funds to carry on the financing.

Until the beginning of this year, the Kodak company had been paying its employees a wage dividend, figured by the following formula: For each dollar of dividends declared during the calendar year upon shares of common stock over \$1 a share, the wage-dividend rate to be \$5 per \$1,000 of salaries and wages paid to employees during the preceding five years. With the



Cosmetic-Conscious? Certainly!



The intensely competitive conditions of the cosmetic field do not prevail in the Southwest Farm Market... and yet here are over 2 million women and girls who are intensely cosmetic conscious—whose needs are increased by climate—and who are highly responsive to brand advertising. The average Farm Family income is larger than that of city folks.

SELL THE FARM & RANCH

Southwest Farm Market

1,048,000 Farm Homes
Annual Income \$2,400,000,000



FARM & RANCH

The Farm Paper of the Southwest

Main Office and Publishing House, Dallas, Texas
Eastern Office, New York, 52 Vanderbilt Avenue
Western Office, Chicago, 122 S. Michigan Avenue

Mr. Advertiser- to-Women...

More than 200 voluntary letters and 275 phone calls every business day are received by THE POST-INTELLIGENCER'S PRUDENCE PENNY, from housewives, young married women, just starting to keep house, mothers, school girls—each asking information or advice regarding the selection and preparation of food, new fashions in dress, latest in radios, washing machines or other labor-saving household devices.

Their letters and phone calls, Mr. Advertiser-to-Women, are a matter of record. They are facts. They are definite proof that thousands of women are vitally interested in the Post-Intelligencer editorial policies and in our advertisers. Definite proof that The Post-Intelligencer can be made a mighty profitable advertising medium for the advertiser who has something of interest to women.

Seattle Post-Intelligencer

A Reliable Newspaper

Daily, 101,005

Sunday, 164,031

W. W. CHEW
285 Madison Avenue
New York City

J. D. GALBRAITH
618 Hearst Building
Chicago

F. W. MacMILLAN
625 Hearst Building
San Francisco

A. R. BARTLETT
3-129 General Motors Bldg.
Detroit

One of the 28 Hearst newspapers read by more than 20,000,000 people

inauguration of the new plan, the formula was amended. Beginning with the disbursement of July 1, 1929, the common-stock dividend rate above which wage dividends are to be paid was raised from \$1 to \$3.50.

The present Kodak plan of annuities, life insurance and disability benefits is too complex and comprehensive to be described, fairly, in limited space. Briefly, it provides annuity incomes based on fixed ages of retirement, and insurance and disability benefits based on averages of earnings. In the opinion of the Eastman company and in the words of Mr. Eastman: "The plan is comprehensive, liberal and workable. It is, in my opinion, a definite assurance for the future and will work out to the comfort and happiness of our employees. With the wage dividend, which gives the employee a share in the profits of the company; the sickness benefit plan, which provides a liberal allowance in case of illness; this retirement annuity, life insurance and disability plan; and with the facilities offered the employees by the Kodak Employees Association for financing their homes, and the facilities offered by the Eastman Savings and Loan Association for investing their savings—I feel that a comprehensive program of industrial relations has now been established."

The problem of industrial relations is broad—and deep. No single plan or expedient can be applied, with success, everywhere. In the light of recent events, executives are studying the situation closely. In part, perhaps, the problem will solve itself—and by evolution. Said one corporation president who asked not to be quoted by name: "Perhaps matters will have to take their course. This country is sufficiently prosperous for matters to adjust themselves in time. We have had cycles and upsets in the past; and I believe we shall have them in the future—and survive them."

Arthur Olney, formerly with Heiden's Mailing Bureau, Seattle, has joined the sales staff of the Pioneer Printing Company, of that city.

Paschall, Harris & Paschall to Open Philadelphia Office

Paschall, Harris & Paschall, Chicago, advertising agency, will open a Philadelphia office shortly after the first of the year. The new office, which will handle the Eastern accounts of the company, will take the name of Irving F. Paschall & Company. The Chicago office, which will continue to service the company's Western accounts, will change its name to Heaton-Paschall, Inc.

The ownership of the organization will continue as before, with the addition of R. L. Heaton, who has been elected treasurer of the Chicago company and will serve as manager of the Chicago office. W. L. Paschall will be manager of the Philadelphia office. Irvin F. Paschall will continue as president of both companies.

Will of Percival K. Frowert Filed

The will of Percival K. Frowert, head of the advertising agency at New York bearing that name, who died recently, has been filed, disposing of an estate of more than \$200,000. His two sons, Charles P. and Thomas R. Frowert, share the income of the residue until they reach the age of thirty, when they will receive the principal.

Mrs. Dorothy F. H. Munda, a daughter, inherits the income of \$50,000 until she reaches the age of thirty, when the principal will be given to her. Charles G. Frowert, a brother, receives \$5,000, as does Miss Cora L. Reed, the testator's secretary.

Joins "People's Popular Monthly"

Milton B. Bock, formerly Western manager of the Stockman Business Farm Trio and, more recently, with the Chicago office of Pierces Farm Weeklies, has joined the Chicago office of *People's Popular Monthly*, Des Moines, Iowa.

Blackburn Sims with Touzalin Agency

Blackburn Sims, formerly with Erwin, Wasey & Company and, more recently, a member of the advertising staff of The Studebaker Corporation of America, South Bend, Ind., has joined the copy staff of the Charles H. Touzalin Agency, Chicago advertising agency.

Edward Tucker with Scripps-Howard

Edward Tucker, formerly with the General Motors Corporation advertising department, has joined the Detroit staff of the Scripps-Howard Newspapers.

Joins "Pictorial Review"

Victoria Gaines has joined *Pictorial Review*, New York, as an associate editor in the fashion department. She was formerly with *Elite Styles*, of that city.

A Lesson in the Stars for Advertisers

Try it yourself. Get out under the stars. Select your favorite among all those that shine.

Then remember that there are countless other stars, many of them larger than the one you have selected, which you cannot see.

The same conditions exist in merchandising. Advertising makes leading products known. Store displays bring them prominently to the attention at the point of sale. People readily choose their favorites.

But they cannot select unadvertised and undisplayed products. Visibility is essential to trade and finds perhaps its highest development in the "five-and-ten" stores over the country, where merchandise is placed readily within reach of the customer.

Even these great distributing outlets are adding the force of advertising to their specialized sales methods, because experience has shown that more people can be waited upon by a given staff if they have had previous information about merchandise through advertising before coming to the store.

Constant advertising keeps the product prominently before the consuming public—makes it stand out like the star you instinctively select from its less brilliant competitors, as you survey the heavens.

It is impossible to give attention to things you do not see or hear. Unadvertised, undisplayed, unknown merchandise may be good, but obviously cannot be in demand, because people know nothing about it.

Perhaps as you gazed at the heavens you noticed a shooting star. Occasionally a shooting-star advertiser comes into the commercial field. Both are quickly forgotten. It is the steady shining star and the persistent advertiser, on the job year in and year out, that are remembered.—"Meredith's Merchandising Advertising."

Bright Star Battery Appoints I. H. Shaw

I. H. Shaw has been appointed advertising and sales promotion manager of the Bright Star Battery Company, Hoboken, N. J. For the last nine years he has been engaged in advertising field work for manufacturers.

G. R. Whittier with McCrone & Company

George R. Whittier, formerly in charge of advertising of the Commercial-Guardian Bank, Toledo, has been appointed sales promotion director of E. E. McCrone & Company, Detroit investment house.

Frank P. Barnett, formerly with the *Class Journal* Company, has joined the Furniture Publishing Corporation, Jamestown, N. Y., as a member of its advertising staff at its New York office.

Trade Practice Conference for Felt Industry

The Federal Trade Commission has granted an application of representatives of the national hair and jute felt industry for a trade practice conference to be held under Commission auspices. Commissioner C. W. Hunt has been designated to preside. The industry will seek to draw up rules of business practice designed to eliminate unfair trade customs.

The following subjects are among those to be discussed: False reporting; cost accounting; price discrimination; sales without mutuality; initiating price; secret rebates; commercial bribery, and arbitration.

Buys "Rod & Gun & Canadian Silver Fox News"

Rod and Gun and Canadian Silver Fox News, formerly published at Woodstock, Ont., by W. J. Taylor, founder of the magazine and its publisher for the last thirty years, has been purchased by a newly organized company known as Rod and Gun, Ltd. The magazine will now be published at its new headquarters at Gardenvale, Que.

Wants Groucho Book If, As and When Issued

TORONTO

Editor of PRINTERS' INK,

Please add our name to the list of those who are waiting for a copy of Groucho's book if, as, and when published.

INDUSTRIAL ADVERTISING
AGENCY LIMITED.

Appoint Shuman-Haws Agency

Ozarka, Inc., Chicago, manufacturer of radio instruments, has appointed the Shuman-Haws Advertising Company, advertising agency of that city, to direct its advertising account. The Geneva Organ Company, Blum's Photo Arts Shop, Inc., and the French Perfume Incense Company, all of that city, have also placed their advertising accounts with the Shuman-Haws agency.

Appoints Houston Advertising Service

The Byron Jackson Company, Los Angeles, manufacturer of oil tools and oil pumps, has appointed the Houston Advertising Service Company, of that city, to direct the advertising of its oil tool division. Business papers will be used.

To Represent Statuary Display Corporation

Louis R. Cohen, formerly with the General Outdoor Advertising Company and the Alpha Claude Neon Corporation, has been appointed a special representative of the Statuary Display Corporation, Atlantic City. His headquarters will be at New York.

—and common sense.

[The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients.]

MULHENS & KROFF, INC., <i>No. 4711 Glycerine Soap and other Toilet Products</i>	1913 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
THE YALE & TOWNE MANUFACTURING COMPANY, <i>YALE Locks and Hardware</i>	1914 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
THOS. A. EDISON, INC., <i>The Ediphone</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
PARAMOUNT FAMOUS LASKY CORPORATION, <i>Paramount Pictures</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
WHITING PAPER COMPANY, <i>Writing Papers</i>	1918 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
TERMINAL BARBER SHOPS, <i>"Where the Promise is Performed"</i>	1919 '20 '21 — — — — — '28 '29
THE TEXAS COMPANY, <i>Texaco Petroleum Products</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29
S. W. FARBER, INC., <i>Adjusto-Lite; Farberware</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29
BRILLO MANUFACTURING COMPANY, INC., <i>Brillo</i>	1921 '22 '23 '24 '25 '26 '27 '28 '29
EDISON STORAGE BATTERY COMPANY, <i>Storage Batteries</i>	1925 '26 '27 '28 '29
PUBLIX THEATRES, INC., <i>America's largest chain of motion picture theatres</i>	1926 '27 '28 '29
KOLSTER RADIO CORPORATION, <i>Kolster Radio</i>	1927 '28 '29
G. CERIBELLI & COMPANY, <i>Brischi</i>	1927 '28 '29
THE GEORGE W. LUFT COMPANY, INC., <i>Tangee Lipstick and other beauty aids</i>	1927 '28 '29
McKESSON & ROBBINS, INC., <i>Pharmaceutical and Toilet Preparations</i>	1928 '29
ROYAL TYPEWRITER COMPANY, INC., <i>Typewriters</i>	1928 '29
DE FOREST RADIO COMPANY, <i>De Forest Audions</i>	1928 '29
NORTON DOOR CLOSER CO., <i>Door Closers</i>	1928 '29
I. OLLENDORFF CO., INC., <i>Ollendorff Watches</i>	1928 '29
A. & M. KARAGHEUSIAN, INC., <i>Rugs and Carpets</i>	1929
THE BRANDES CORPORATION, <i>Brands Radio</i>	1929

Hanff-Metzger

Incorporated

Advertising

Organized, 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

You can buy
the two methods of
Color
Photography
from
W. O. FLOING, Inc.

There are two practical methods—for advertising illustration—practised in Color Photography today.

◆

The *Direct* method obtains the picture in all its natural colors—direct in the camera, resulting in a full color transparency, such as Autochrome, Dufay, Agfa, etc. For reproduction this transparency is used as a color guide by the engraver in the fabrication of the ultimate printing plates from the four separation negatives, yellow, blue, red and black—made at the same time with the transparency.

◆

The *Indirect* method is the splitting up of the image into three fundamental colors, and the synthesis of these color images by three primary colors—red, blue and yellow, resulting in a “full color print on paper” so successfully pro-

duced by W. O. Floing, Inc. In reproduction the "color print on paper" is used by the engraver exactly as any full color painting—for making his separation negatives, the first step in the production of process plates.

For over two years—since July 15, 1927, to be exact—we have experimented with the various methods for introducing color into photography.

Back of this serious effort is twenty years' intensive study in England by two of the leading exponents of color photography—Mr. Samuel Manners and Mr. F. G. Tutton, both Fellows of the Royal Photographic Society of Great Britain and now associated with W. O. Floing, Inc.

On November 4th Mr. H. L. Terry, for fourteen years with Erwin, Wasey & Company of Chicago, joined the organization in charge of production—further assuring the most rounded-out service in the field of color photography.

We feel qualified to recommend wholeheartedly the indirect method for advertising needs.

Where we feel—as a result of our practical knowledge—the direct method better adapted to some particular problem, we cheerfully recommend it, for we are ably equipped to perform in either method.

—but by the indirect method—which is the "Color Print on Paper"—"the color you see is the color you get."

Write us about any of your illustration problems that may employ color photography—or black and white. We shall be glad to advise.

W. O. FLOING, Inc.

11 EAST 47th STREET, NEW YORK, N. Y.



A Handbook of Market Statistics

The Government Has Just Completed a Statistical Work That Should Help in the Formulation of Profitable Advertising and Selling Plans

By Paul W. Stewart

Business Specialist, United States Department of Commerce

THE need for a statistical encyclopedia of market information has been evident to practically everyone who has engaged in business research. To be sure, there are some excellent references containing data of this type and it is not the intention to disparage these in the least. It is equally true, of course, that no single compilation can embody all of the facts necessary to an intelligent approach to marketing problems in general. But it is believed that the Market Data Handbook of United States* represents an important step in the direction of bringing usable statistical facts within the confines of a single volume.

This handbook was designed not only to gather into one source the data hitherto available only in widely scattered places, but also to include extensive data not previously available; at least 75 per cent of the information has not hitherto been published. In the quest for material not only Governmental sources were called upon, but also private business; four Government bureaus and eight private business organizations contributed material.

This 535 page book, just released by the Department of Commerce, contains probably the most comprehensive compilation of statistical market data for each of the 3,073 counties in the United States that has ever been assembled. The county was selected as the statistical unit, primarily because it is the smallest political unit for which satisfactory statistics are available. The county unit was adhered to with the exception of one table on manufacturing activity for cities of over 10,000 population.

* * *

The material is grouped into four

major divisions; the industrial market; an allied tabulation on the location of manufacturing industries; the farm market; and the general consumer market. It is the latter group of data which will be of greatest interest to advertising and sales managers concerned with the distribution of consumer goods.

The general consumer market table contains several new indexes of income, wealth, and standard of living, which should serve to throw additional light on the problem of market research. Of the twenty-two columns in the table, eleven are new data. Among the more important new contributions might be mentioned: The estimates of average annual cash income from farm sales over a period of three years for each county in the country; value added and value of manufactured products for 1927; total value of mineral products, 1927; combined circulation of fifteen national magazines; circulation of daily and Sunday newspapers; and circulation of weekly, semi-weekly, and tri-weekly papers. A supplement to the handbook which will be available shortly upon application to the Domestic Commerce Division, Bureau of Foreign and Domestic Commerce, will contain the combined circulation of six national farm journals and of thirty-six State, sectional, and class farm papers.

Thus, this compilation affords for the first time an opportunity for the individual advertiser to arrive at the relationship between wealth and purchasing power statistics on the one hand and the circulation of different types of publication media on the other hand for every county in the country. To be sure, not all magazines or newspapers are included in the totals but a sufficiently large number are represented to give a

*Superintendent of Documents, Government Printing Office, Washington, D. C. Price \$2.50.

It's NOT EDITED For You

YOU may not like every article in a given issue of The American Weekly, but no offense intended; we are not editing this magazine exclusively for you.

There are not enough people in the United States with reading appetites exactly like yours to give us 6,000,000 circulation.

You may not like every article we print, but you will be vitally interested in some article in every single issue.

And there you have the secret of our success.

The American Weekly has the largest circulation in the world and is still growing, thank you, because editorially it is the most interesting magazine in the world.

The American Weekly is not a man's publication, not a woman's magazine, nor a comic strip for children. It is not published either for the intelligentsia or the moron. It is edited to interest and hold the attention of the typical American family and the best proof that it does this is the fact that this magazine can boast the largest circulation on earth.

The advertiser in The American Weekly gets more for his dollar here than he can buy over any other publishing counter in the world.

For \$16,000 he can buy a color page nearly three times the size of any other magazine page and the attention of 6,000,000 interested families, at a cost of less than 1/3 cent per family.

Six million interested families in the richest buying centers of the United States.

The most people at the lowest cost! If you have a national advertising proposition, then you have an American Weekly proposition. This great magazine is the best buy on the publishing counter today.

**THE AMERICAN
WEEKLY**
*Greatest
Circulation
in the World*

Main Office: 9 East 40th Street, New York City

Branch Offices: WRIGHT BLDG., CHICAGO . . . 5 WINTHROP SQUARE,
BOSTON . . . 753 BONNIE BEAR, LOS ANGELES . . . 222 MONADNOCK
BLDG., SAN FRANCISCO . . . 12-231 GENERAL MOTORS BLDG., DETROIT . . .
1138 HANNA BLDG., CLEVELAND . . . 101 MARION ST., ATLANTA

CONVENIENCE



INTERPRETING



Work placed by or
through an agency,
handled on the reg-
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mission basis, with-
out extra cost to
the advertiser.

A folder is available which tells more
about Jenter Exhibits. Send for it.

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E for sale ~ ~ ~

AN exhibit created to create interest and desire for the product. One dominant feature—the convenience of the telephone in the modern home—to be portrayed.

Used originally in the Woman's Art & Industries Exposition, this exhibit is unique in its conception, definite in its execution. At first sight, it seems a huge mirror, on it a modern home, etched in outline.

Suddenly—in several sections, the mirror disappears, for through it and beyond is revealed a miniature interior, lighted and fully furnished—with proper telephone equipment for convenience. Then, singly, in succession, other rooms appear as if by magic through the mirror. Each discloses a delightfully furnished setting, complete in all details—portraying the convenience of the telephone.

THE INTANGIBLE—for sales

The thoroughness, forethought and painstaking workmanship involved can readily be seen in the second picture taken in the studios during construction. Used four times already, this Exhibit absorbs its own cost. It offers permanence and portability—a feature of Jenter Exhibits.

Whatever your product or sales problem, whether you seek direct sales, at the point of contact, or the more intangible but invaluable good-will, understanding, and acceptance of those attending conventions and expositions—Jenter exhibits interpret, correctly and graphically, producing results.



JENTER EXHIBITS

"—at the point of contact."

INC

Permanent showrooms and offices at 121 East 41st Street, New York City. Telephone: Ashland 1166.



good basis for selecting general types of media and allocating appropriations to cover the various markets. Recourse to other sources of information will naturally have to be had in order to determine the relative advantage or efficiency of particular media, as well as to supplement a statistical basis of judgment, which is, of course, not conclusive.

It is important for a distributor to get a clean-cut conception of the sources from which people get their income, and the relative share which each basic industry contributes to the wealth of any particular area in which he operates. His sales and advertising approach—his methods of operation—should be governed by the local conditions with which he is confronted. If it is an agricultural community, the average sales per capita may be materially less than in a distinctly manufacturing region. And here again the handbook will be of service, because the data make possible an evaluation of the four basic income producing activities in each county.

Undoubtedly the most important single field of usefulness to which the data will be put is in the formulation of sales quotas and the construction of buying power indexes. A description of each item, and the source is included, while some of the more significant limitations in use are explained. And while the theory and practice of market measurement and sales quota making are not discussed, an up-to-date bibliography on the subject is incorporated.

The counties are arranged in alphabetical order, by States, so that utmost simplicity is assured. Nevertheless, the handbook does not ignore the problem of trade areas. Rather than adopt any one basis for presenting the data, however, different points of view are represented. The consensus of opinion seems to be that trade territories should be worked out to conform to the individual firm's operations, to assist those organizations which have not done so and to furnish a check to those already delineated, four trade area maps of wall-size showing county

outlines and trade centers, are included as supplements to the handbook. Either the bases upon which they were made or the maps themselves have been in use by a large number of distributors over a period of years, but two of them are published for the first time to accompany the handbook.

Opposes Advertising Solicitation by Police Magazine

The Police Veterans' Association, New York, has been asked by Grover Whalen, police commissioner of that city, to cease publishing *The New York Police Magazine*, for which it solicited advertisements from business men. In a letter Commissioner Whalen advised the association that "the continued publication and solicitation of advertisements for this magazine is without consent of the Police Commissioner" and that the veterans' "court of relief is with the Board of Estimate and Apportionment and not through contributions from business men for advertising."

Commissioner Whalen further stated in his letter that a local law giving relief where existent pensions are inadequate would receive his favorable consideration.

Los Angeles Agency Adds to Staff

Gordon A. Vizard, formerly with the Lockwood-Shackelford Company, has joined Heintz & Company, Los Angeles advertising agency, as account executive in charge of copy. Dayton Brown, formerly assistant art director of Blackett-Sample-Hummert, Inc., has joined the Heintz agency as art director and Jack Cummings as production manager.

P. G. Smith Joins Shuman-Haws Agency

Paul G. Smith has joined the Shuman-Haws Advertising Company, Chicago advertising agency, as production manager. He was at one time with the D. D. D. Corporation, of that city, and has also been connected with A. C. McClurg & Company.

Caille Motor Account to Fred M. Randall Agency

The Caille Motor Company, manufacturer of Caille Red Head outboard motors, has appointed the Fred M. Randall Company, Detroit advertising agency, to direct its advertising account.

Appointed by Associated Printing & Lithographing

William R. Merton has been appointed vice-president in charge of sales of the Associated Printing & Lithographing Company, Inc., New York.

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HALF YOUR WORK IS DONE

SHELL SHOCKS of Family Life



By SMILEY BLANTON, M.D.
and
WOODBRIDGE RILEY

Just as the idea of democracy arose slowly in the Middle Ages and came into conflict with the organization of a society based on the divine right of kings, so the patriarchal family, with its idea of male superiority, is now coming into conflict with a concept of power, equality between men and women. While the present battle is not being fought with rifles and artillery, nevertheless the creation is serious. In one sense there are the shell shocks of French life, in the other the shell shocks of family life—and in both, emotional breakdowns.

One of the main

One of the major causes of these presumed marital difficulties and children's attachment disorders, as well as estrangement in the children, is found in the conflicts and tension which usually lie at the heart of the postwar family life between individuals. It is too often an attempt to perpetuate a position which would be unworkable in a postwar generation. As Hirschfeld writes, "The family is a *microcosm* of the society." When a man enters a home as a play the part assigned domestic tension, anxiety, even violence to him of old, he does not unconsciously, following the traditions and taking his place in it.

promise of husbands which began long before he was born."

prophets of humankind which began long ages before he was born. He was the first to reveal to his disciples the superiority of the male sex and the consequent preeminence of the male in the church. He was the first to tell the women that it is not in the deeply female realm of emotions, but in the male realm of logic, that the Bible, from the lives of the patriarchs to the Epistles of St. Paul, the church laws, and the words of the Lord, is to be found. He was the first to tell the women that the male is the "master of the house," that the male is the "head of the church," and while it is sometimes the "cruder cravings of the women of St. Paul," it also should be the "deeper longings of the men of St. Paul," and that the women of a free Church should individually be guided by the "inner voice of God," and not by the "traditions and customs long crystallized into fixed laws." He was the first to tell the women that the male and female of life are created on an equal basis, and that the male and female of life and children, as the two halves of his subjects, and as the two halves of his church, should be equal. He was the first to tell the women that the male formula, "to love, honor, and

ESTIMATED OWN TIME WITHIN

RESTIFIED by the false analogies of monarchs and religion, the male of the species deluded into the habit of considering himself the monarch of all he surveyed. Putting the patriarchs because the favorite indoor sport of the conventional family. The father might be

THE FORUM

WHEN a reader takes up a copy of the FORUM, he expects and receives stimulating mental adventure. . . . Yet physically he can relax. The large, clear type is easy to read. And the striking composition of the pages, the rich paper, the bold, arresting illustrations make it a pleasure to turn the pages

of this magazine. . . . So when the reader turns to the advertisements . . . he is particularly susceptible. Your opportunity to make an impression is further augmented with the large-page size. . . . The vitality and beauty of the magazine enhances the vitality and beauty of your advertising. Your reader is in a receptive mood. Under such conditions half your work is done.

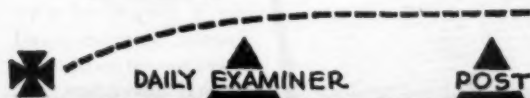
FORUM

Edited by HENRY GODDARD LEACH, 441 Lexington Ave., New York City

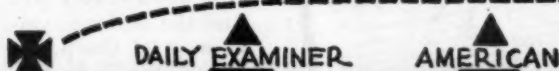
How's this for The Times was two

Does Chicago like its first picture newspaper? Let's say it with figures. In its first month, more than 136,000 people were buying it every day. Has it advertising acceptance? Look at the leap records of The Times in its second month—in four of the major classifications.

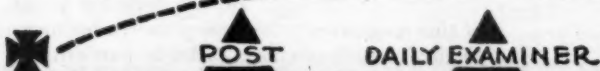
JEWELRY



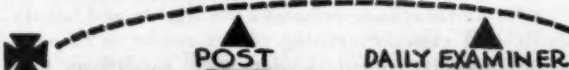
MUSICAL INSTRUMENTS



RADIO



DEPT. STORES



DAILY

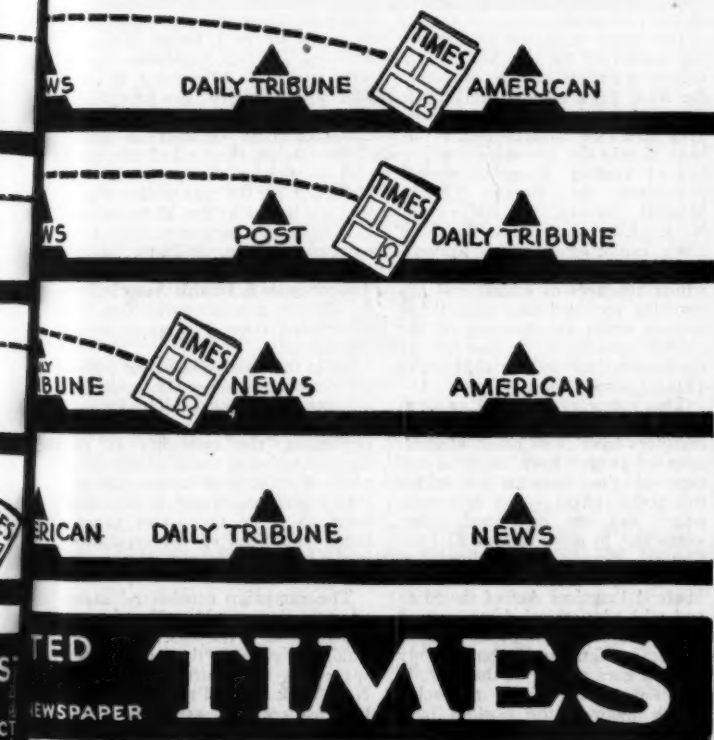
ILLUS

CHICAGO'S PICT

Getting Along?

Months old in November

That's a pretty good picture of local acceptance. That tells you how Chicago has taken its picture newspaper to its heart. Come in—come in NOW—with The Times making history—breaking records—doing things that were never done before in circulation and lineage feats.



Another Step Forward in Medical Advertising

Campaign of New York Physicians Has Full Endorsement of American Medical Association

THERE is so little advertising by medical authorities that any campaign conducted by doctors, no matter how small, will attract attention. It will interest the advertising profession because it supports the contention that physicians cannot indefinitely hold to the belief that any proper use of advertising is unethical. It will interest the medical profession because it adds evidence to the claims of those reputable members of the profession who hold that proper use of advertising by individual doctors can be made to work to the benefit of the profession.

The latest campaign is that being conducted by the five county society members which constitute the New York membership of the American Medical Association. This series of advertisements follows closely the advertising activities of another group of ethical physicians, the Bergen County Medical Society, of Ridgewood, N. J. Like that series, the New York campaign has the full endorsement of the parent body which approves of educational advertising provided such advertising appears under the auspices of the parent association or one of its component (society) or constituent (State) associations.

This policy of approval was expressed in May, 1927, but very few instances have been noted wherein member groups have taken advantage of the opportunities which this policy offers. The first campaign was one conducted, three years ago, by physicians of El Paso County, Texas. This advertising was prompted by violations of the Medical Practices Act of the State and told why ethical doctors never made claims of miraculous powers. The campaign by Bergen County doctors goes a step further for, in addition to advertising a weekly health bulletin, the doctors have created and are merchandising a

trade-mark or "profession" mark as well.

For six years these New York societies have been promoting a health examination movement in co-operation with the New York Tuberculosis & Health Association, under the chairmanship of Dr. Orrin S. Wightman, and, later, under the chairmanship of Dr. Otto Leber.

Such good results were obtained that it was felt that an intensive campaign should be conducted over a short period successfully to further the work. For this purpose a special committee was appointed of which Dr. A. J. Rongy is chairman and Dr. Iago Galdston, secretary. It was determined to use paid space and, for the first time, Dr. Galdston stated, the societies contacted with commercial associations when they asked for support to finance the program. A budget of \$25,000 was underwritten by such bodies as the Metropolitan Life Insurance Company, Life Extension Institute, Milbank Memorial Fund and the New York Tuberculosis & Health Association. In addition, executive direction and advertising counsel is given without charge.

From the standpoint of the public the campaign teaches the public the advantage of periodical health examinations. From the viewpoint of physicians, the campaign is designed to bring them to the same pitch of enthusiasm in encouraging such examinations and, at the same time, to make the active practitioner conscious of his reputation in the practice of preventive medicines.

The campaign consists of seven advertisements in New York newspapers. "It is the first time," Dr. Galdston states, "that newspaper space has been purchased by the New York medical profession. We have, therefore, established the validity and legitimacy of adver-



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BIG AND LITTLE, RICH AND POOR, CAN PROJECT THEIR PERSONALITIES
OVER THE WIDE NETWORK OF WIRES

In the service of all the people

*An Advertisement of the
American Telephone and Telegraph Company*



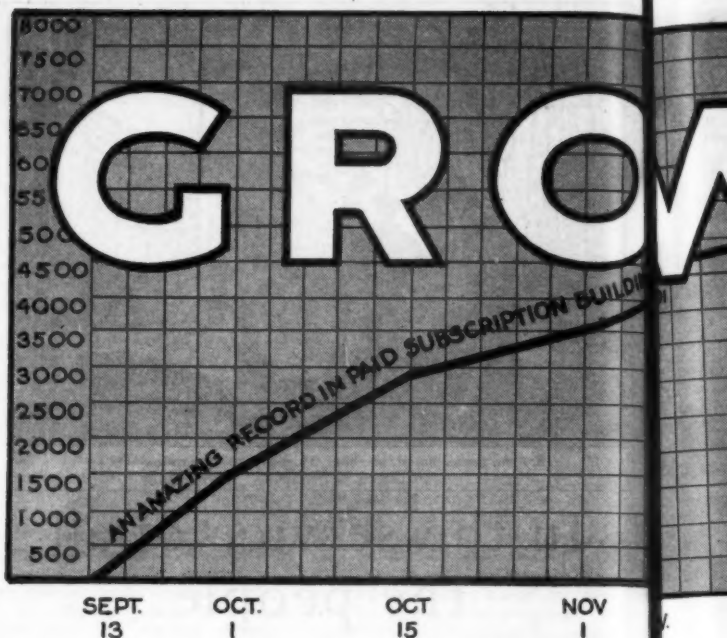
THE Bell System is owned by 450,000 stockholders and operated by more than 400,000 workers for the service of the people of the nation.

It is a democratic instrument of a democracy. Big and little, rich and poor, can project their personalities over the wide network of its wires. For friendship or business, pleasure or profit, the telephone is indispensable to our modern civilization.

This year the Bell System is erecting new telephone buildings in more than 200 cities.

It is putting in thousands of miles of cable, thousands of sections of switchboard and hundreds of thousands of new telephones. Its expenditure for plant and improvements in service in 1929 will be more than 550 millions of dollars—half again as much as it cost to build the Panama Canal.

This program is part of the telephone ideal that anyone, anywhere, shall be able to talk quickly and at reasonable cost with anyone, anywhere else. There is no standing still in the Bell System.



Covering the
Field of Purchase
of

**SIX
BILLION**

Dollars worth of
Parts and Materials
Annually

THIS unparalleled growth in paid circulation for "Product Engineering"—an outstanding record in technical journalism—is convincing evidence of two facts:—

First, that the engineers in charge of product design will read Product Engineering with the keenest of interest.

Second, that McGraw-Hill resources, both in editorial and circulation development, are a guarantee to both subscriber and to advertiser.

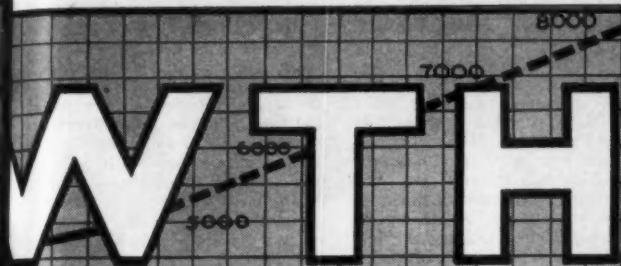
"PRODUCT ENGINEERING" is devoted exclusively to the technical interests of engineers and executives responsible for product creation, design improvement and development. Its purpose is leadership in thought, viewpoint and working knowledge to de-

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If you have anything to sell which is used as a part or material in products manufactured within the metal-working industry, "PRODUCT ENGINEERING" will carry your sales messages direct to the men who place volume orders. To effect sales—convince the men who decide. What they say goes! They're reached by—

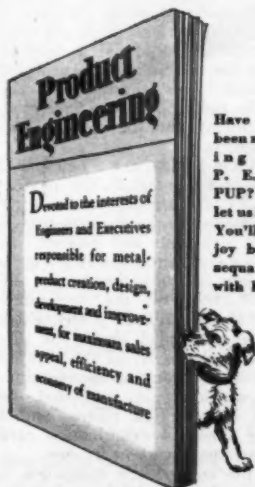
Product Engineering

— A Monthly —

First Issue
January 15, 1930

Advertising forms
Close January 6th

A McGraw-Hill Publication
1230 Sixth Ave. at 36th St., New York, N. Y.



Have you been receiving the P. E. P. - PUP? If not, let us know. You'll enjoy being acquainted with him.

tising by collective medicine. At the same time the stand of ethical physicians with reference to individual advertising is not only unaltered but reaffirmed. Our co-operative campaign takes the wind out of the arguments of those who maintain that the medical profession is archaic in its stand concerning medical advertising."

The first advertisement in the series carried the headline, "A Message to the Public." Down along the left margin were reproduced the shields of the New York, Kings, Bronx, Queens and Richmond county societies together with the shield of the New York Department of Health. Headlines of succeeding advertisements outline the scope of the message being given to the public:

10,000 Doctors in the five counties of Greater New York are prepared to offer the public health protection by means of modern scientific health examinations.

The menace of middle age can be met by the practice of health examinations.

2,000,000 babies were born this year in the United States.

Advice to women.

Those sponsoring the series are convinced that the messages are being read. There is, for example, the response to a smaller advertisement in the series which extended an invitation to attend a meeting held at the New York Academy of Medicine. This was the first time that the public had been invited to the academy and the meeting was crowded.

Supplementing the newspaper space, more than 25,000 posters and 1,500,000 pamphlets are being distributed with the co-operation of schools, druggists and dentists. A series of eight bulletins is going to physicians outlining the purpose and the progress of the campaign. There also is offered a poster which it is recommended should be displayed on the walls of the waiting room, leaflets on health examinations which, it is suggested, be placed in reception rooms, and a sample standard examination card with instruction as to its use.

At the end of the campaign, it is planned to publish a bulletin which will go to every county

medical society in the United States. This will tell how, why and what was done in the campaign, and the good and bad effects observed.

Those sponsoring the campaign had the co-operation of advertisers who helped by issuing bulletins on health examinations with no mention being made of the advertiser. A number of advertisers also are supporting the campaign by taking space in the bulletin which will be published summarizing the results of the campaign.

Although the activity of the New York group is local, it is the opinion of those sponsoring it that it is of national significance inasmuch as it establishes a routine and sets a precedent for other county societies to follow. A program along similar lines is being planned by the Pierce County Medical Society, Tacoma, Wash.

To Open Chicago Office for McKittrick

Miss Gertrude Byrne, for the last ten years executive secretary of the Newspaper Representatives Association of Chicago, has been appointed manager of the new office, at that city, of the McKittrick Directory of Advertisers, to be opened January 1, 1930.

R. D. Friend with San Francisco "Call-Bulletin"

Royal D. Friend, advertising and sales promotion manager of Pelletier's Department Store, Sioux City, Iowa, has resigned to join the staff of the San Francisco *Call-Bulletin*.

C. W. Rick Transferred by Plymouth Motor

C. W. Rick, formerly sales representative at Pittsburgh for the Plymouth Motor Corporation, Detroit, has been appointed Cleveland sales representative of that company.

Steel Products Account to Tyson

The Ferro-Co Corporation, Brooklyn, N. Y., manufacturer of steel products, has appointed O. S. Tyson and Company, Inc., New York advertising agency, to direct its advertising account.

Leaves "Fashionable Dress"

George Gallow, for the last four years advertising manager of *Fashionable Dress*, New York, has resigned.

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PRINTERS' INK



1888 The year of the big blizzard . . . Fanny Davenport was playing in "La Tosca," best seats \$1.50 . . . Charley Mitchell and John L. Sullivan engaged in a fistic unpleasantness in France . . . Men's suits were \$12.00 . . . Cleveland and Harrison were fighting for the Presidency . . . John Jacob Astor was rated the richest man in the United States . . . On July 15, Vol. I, No. 1, of **PRINTERS' INK** was issued from the office of George P. Rowell, 10 Spruce Street, New York City.

PRINTERS' INK.

A CLASS JOURNAL, PUBLISHED MONTHLY.

Vol. I. NEW YORK, JULY 15, 1888. No. 1.

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Current Topics.

AUTHORSHIP being now the royal road to social distinction, it is not so surprising as otherwise might appear to see so many judges, lawyers, clergymen, soldiers, sailors, physicians and politicians turning to amateur novelists. Mr. Augustin Daly, the theatrical manager, has done more vividly than these in laying aside, for the moment, the taboos of his own profession. He will be undyingly remembered in literature as the author of the most charming and unapproachable biography of that splendid and erotic luminary of the stage, "Fig" Wagstaff; we will the printer or the binder of this latest product of the author's genius be ever forgotten of their kind.

THE late Matthew Arnold's critical article upon the American press, in the *Nineteenth Century* magazine, has gone round the North American continent, and the press abroad has been for the past two or three months engaged in examining and assessing upon itself. It is to the credit of the

conductors of the press that in this man they readily admit the sincerity and general accuracy of what this learned critic has said about American newspapers; that they lack in truth and substance, and run largely to personality and sensationalism. But they deny responsibility for any tendency in the national character towards destruction of the discipline of report or the feeling for what is elevated. Newspapers are private undertakings, founded and supported by private means for the purpose of selfish gain to those whose capital or labor is invested in them. No fine sentiment endows them in behalf of morality, nor rich philanthropy in the cause of education. So far as they fit the public need, as the public feels its need, they succeed; as far as they do not fit that need as it is felt, they fail, and all their good intentions with them. Journalists think it hardly fair to exact from them, as a whole, purity of a higher intelligence and conscience than they day and generation possess at large.

THE public benefits of competition are again exemplified in the renewed order and composure exhibited by our leading illustrated weeklies since an illustrious weekly journal from over the water has established an American agency, to place its issues on the market at the same price as the entire journals, which print, by the way, is scarcely less than the selling-price at home. The growth of the United States in population, wealth and culture is not lost upon the British publisher or author, who is rapidly coming to look upon American as the leading field of print



American business as we know it was in its infancy. Advertising was a noisy fumbling art. Selling was a game with few rules. PRINTERS' INK faced a great task and a great opportunity. To quote Frank Presbrey, "In every week of the history of advertising since 1888 has come some new thought, some progress-making contribution that has helped advertising become a more useful and bigger force."

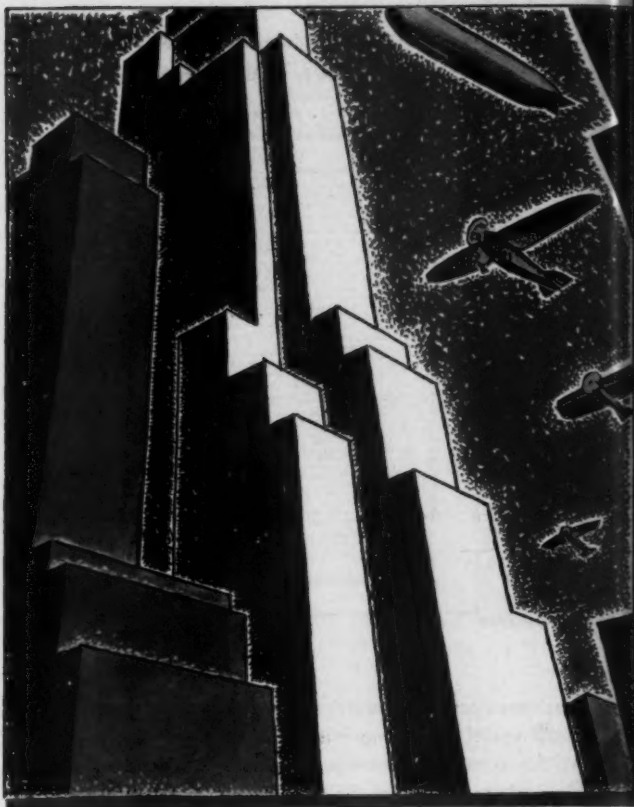
1919 The country was in the grip of a fuel shortage due to a paralyzing coal strike . . . "Aphrodite" opened at the Century Theatre, best seats \$11.00 . . . Carpentier knocked out Beckett with five blows in seventy-two seconds . . . President Wilson was writing sharp notes to Carranza, and Villa was at large . . . Nancy Astor took the oath as the first woman to enter Parliament. . . . In his message to Congress the President emphasized industrial unrest . . . On December 1, Vol. I, No. 1, of PRINTERS' INK MONTHLY was published.

PRINTERS' INK

Send first of every month. Subscription price: U. S. & Canada, \$2.00 a year; Foreign, \$2.50 a year. Single copies 50¢. Payment in advance.
 Please send no money orders or checks payable to order.
 Second-class postage paid at New York, N. Y., and at additional mailing offices. Postmaster: Please send address changes in New York City to The Journal of Herpetology, c/o The American Museum of Natural History, 666 Fifth Avenue, New York 22, N. Y.

As 1929 draws to a close business looks into 1930 wondering uncertainly what the year will bring. More than ever is there a need

PRINTERS' INK



for wise guidance of business policies, particularly of those of marketing. The **PRINTERS' INK** Publications, in their three-fold capacity of prophets, recorders and interpreters, are more than ever aware of their opportunity to offer American business the help of sound progressivism, free from snap judgment and yeasty thinking. They are not thinking of 1930 alone—but of 1931, 1932, and the years to come. Their editorial policy is founded on the answer to the question, "What about tomorrow?" Just as for more than forty years leading business executives have turned to **PRINTERS' INK** for guidance, so in the future they will find in the pages of **PRINTERS' INK** and **PRINTERS' INK MONTHLY** record, interpretation and prophecy upon which to base future merchandising policies.

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Pranking with Paragraphs

Acrobatic Antics with Paragraphs May Eclipse the Rest of the Advertisement

By Laurence G. Sherman

A LOT of attention is being given to copy these days. Advertisers are becoming acutely aware that words are mighty important selling tools. The copy writer is exhorted to use words that cut deeply—that burn their way into the memory. He must paint pictures with words and arouse to action and create desire and what not.

And now it appears probable that the poor copy writer must search out words that possess acrobatic agility as well as the more sober virtues of conciseness and lucidity. It isn't enough that words stand in orderly ranks and recite their message. They must prance out onto the stage and throw hand-springs—loop the loop—and do all manner of engaging trapeze stunts.

A new technic seems to be sprouting. It's a technic like the modern jumping-jack school of prize-fighting. Instead of setting up blocks of words that stand toe to toe with the reader and exchange swats, a paragraph starts off dancing in its corner—and suddenly shoots out a long stream of words that dodges a trade-mark neatly. Then it goes tearing around a corner on two wheels, carrying the astonished and slightly dizzy reader over into another quivering mass of words that may or may not stand still long enough for him to read.

Watch a man reading a magazine. If his head suddenly begins to wobble in eccentric circles, he isn't suffering from St. Vitus' Dance, or trying to straighten out a crick in his neck. He's reading a spiral tailspin of words in an advertisement and his head is merely following the verbal gyrations. Letters lean over backward until the reader grabs at something to save himself from tipping over in sympathy. Copy runs on the bias across the page from Nor-Nor-West to Sou-Sou-East. Sentences

rear up on end without any apparent provocation.

The 1929 Medal for Terpsichorean Typography must undoubtedly go to that Pavlova of Paragraphs which recently described a perfect spiral down the center of the page, did a magnificent split at the footlights, and bowed prettily to the storm of applause that shook the rafters.

It gets attention, no doubt, to make wiggly lines of type and to make paragraphs lurch and reel about the page. And maybe it's being an old-fashioned duffer to waggle a gray beard and sigh over these new-fangled ideas. But gaudy tricks have a way of laying emphasis on the wrong spot. A good advertisement, well written, well illustrated and well laid out presumably moves through a definite orbit to its triumphant conclusion—the point where it connects the name of the product with a newly roused desire to own it. Carefully timed, the whole advertisement explodes just at the right moment. If the timing isn't right, it either goes off with a pop and blinds the reader before he's ready for the denouement—or it just fizzes like one of the squibs you used to make from broken firecrackers.

Dangers in Weird Typography

Weird typography is rather more than likely to make an advertisement go off prematurely. With its avowed purpose of focussing your attention on the type itself, this sort of a stunt steals the center of the stage from the name of the advertiser and obscures the essential thought of the copy. When you watch a prestidigitator's left hand ostentatiously fumbling with his lapel, you aren't so likely to see him sneak the egg from his pocket with his right hand.

It's not becoming to condemn any trick, I suppose. Yet it seems as if manipulations of type have

an air of the apologetic about them. It resembles a form of wheedling to get you to read words you wouldn't bother with otherwise. Very modern authors are adopting this form of seduction. No capital letters, no punctuation, no familiar construction of sentences—all these stunts obscure the story and make the book sort of an entertaining puzzle. Probably it's done on the theory that you'll at least try to work out the system, even if you don't know what the story was about when you've finished.

Bickering about such things makes anyone feel like an old mossback. Yet I can't escape the conviction that darn good headlines and darn good copy will get themselves read without resorting to hocus-pocus. Style, finish, craftsmanship in writing—this trinity will abide long after transient stunts have been discarded.

Of course times do change. Maybe all the advertising of the future will be a carnival of gay pinwheels and whirligigs. If that's all it amounts to, then it's probably all right to play spin-the-platter with words. In which case, it's hardly necessary to write very good copy. Any standard block of words from the dictionary will do—squeezed and stretched into the required shape. If it's just the effect of bizarre layout that is wanted, most any sort of copy filling will make up the pattern.

People will no doubt strain their necks to read tricky paragraphs—just out of idle curiosity. But who's the gainer when everyone says "It was a swell show—but I've forgotten who put it on?"

Now Lesan-Florida Advertising Agency

The Lesan-Prairie Advertising Agency, St. Petersburg, Fla., has changed its name to the Lesan-Florida Advertising Agency. Thomas M. Griffith has been appointed manager, and E. E. Garrison, account executive.

Appoints Andrew Cone Agency

The Leonardo Company, Inc., New York, manufacturer of furalture, has appointed the Andrew Cone General Advertising Agency, Inc., of that city, to direct its advertising account.

If Groucho Tells, What Wouldn't That Treasurer Do!

NEW YORK

To Groucho,

Care of PRINTERS' INK:

Forgive the familiarity. I do not know your last name.

And recalling a popular song: "I may be wrong, but—I think you're wonderful," . . . etc.

Thank you for the pleasing seven-eighths of a page in every issue of PRINTERS' INK. If I were a little younger and more beautiful I would ask to see you so that I could personally tell you how I so admire your contribs.

Won't you still the silent (not silent more, though) questioning of a novice in your honorable profession?

What is your name? The whole Christian name? And who is that pain-in-the-neck of a Treasurer in your organization? He'd make such a delightful Old Crab type!

Thanks, anyway—even if you don't answer my questions.

Delightfully,
R. ALBERT.

Russell Bacon with Stedfeld Agency

Russell Bacon, formerly with the Mergenthaler Linotype Company and the American Type Founders Company, both of New York, has joined The H. L. Stedfeld Company, advertising agency of that city, in charge of typographic design.

Bruce Uthoff with Clarin Manufacturing Company

Bruce Uthoff, formerly sales representative of Fecheimer, Frank & Speden, Inc., Detroit advertising agency, has joined the Clarin Manufacturing Company, Detroit, manufacturer of chairs.

"Radio Manufacturers Monthly" Changes Name

Radio Manufacturers Monthly, Chicago, has changed its name to *Radio Industries*. Under the new name the magazine will be devoted to television, sound projection and various other divisions of radio.

Date Set for California Publishers Meeting

The California Newspaper Publishers Association will hold its annual meeting at the Breakers Hotel, Long Beach, on January 10 and 11.

Joins Los Angeles Agency

Charles Samuel Weisenberg, formerly with the May Company, Los Angeles department store, has joined the Boyd Company, Inc., Los Angeles advertising agency.

The Pennsylvania Power and Light Company recently announced its intention of spending Thirty Millions of Dollars within the near future, in the construction of a huge hydro-electric project which will span the Susquehanna River between York and Lancaster Counties, Pennsylvania.

York County Pennsylvania

part of this section constitutes one economic unit, one trading territory.

It can be reached as a whole through the columns of its newspaper standby

THE YORK, PA GAZETTE AND DAILY

which covers the field completely and intensively.

We urge you to investigate.

HOWLAND & HOWLAND

National Representatives

NEW YORK
393 Seventh Ave.

CHICAGO
360 N. Michigan Ave.

Making the Laboratory Carry a Sample Case

How an Industrial Manufacturing Company Is Using Its Laboratory for Six Specific Purposes

By L. H. Brendel

Advertising Manager, Neilan, Schumacher & Company

SOME time ago our laboratory was built at considerable more expense than had been allotted. It was to provide a means for testing our line of regulating valves and control equipment under actual field conditions and to develop new equipment. While it was deemed necessary, little enthusiasm was displayed by any department other than the engineering. The sales force used it as a news item to the trade but worked up slight interest.

Now, after some two years have elapsed and sales have doubled during the last year, the supreme importance of the laboratory is beginning to be realized from a sales and advertising angle. At the present time the laboratory is being utilized for the following purposes:

1. For testing and adjusting regulators prior to shipment to the customer.
2. For research and development of new equipment.
3. For specialized training of salesmen and engineers.
4. For uncovering new sales and advertising material about regulators and materials.
5. For training service men.
6. It has built up company prestige and increased the morale within our own organization.

Let us see how well it is functioning in its different roles. In development alone the laboratory has furnished the sales force with two patented, revolutionary inventions and several other devices that we believe are months ahead of competition. By keeping ahead of the market our engineers have practically removed competition—as true competition exists only between similar products. Through the laboratory it is our aim to keep our products in a class by themselves and in this manner thwart competition.

In keeping with the advanced theory that knowledge of the prod-

uct sells more goods than persuasive hooey or "salesmanship," all new salesmen are required to spend a period of time actually working in the "lab" and answering service calls with a service man. For example, at present an engineer is going through this course who has already been successful for several years as a salesman for a well-known make of control instruments. His wonderful background, coupled with this specialized training, will enable him to become a district representative separated by some 2,000 miles from the factory and yet be self-reliant and capable.

The new sales applications and virtues of our equipment which lend themselves readily to advertising have been and are being constantly disclosed in the "lab." Wild ideas are tested and if found to have merit are developed—if not they are discarded before going farther. The laboratory and advertising department are mutually helpful to each other. Occasionally an idea, suggested for its sales and advertising value, is proved in the "lab" to be sound from an engineering standpoint.

Builds Prestige

The gain in prestige experienced by this concern since the erection of our laboratory has been not only noticeable but remarkable. The key engineers of many of our largest customers have come to rely implicitly on the findings of our laboratory. They place every confidence in our recommendations as to size and type of regulators to be used. This, of course, has helped in doubling our sales during the last year. And last but not least, the morale of our own men seems far higher now that they can speak with positive assurance born of laboratory-furnished information.

ADVERTISING

that stands ALONE



ADVERTISING
that LIVES in the
HOME

ADVERTISEMENTS on

Peabody School Book

Covers are completely domi-

nating—there is no competition

from other advertisements. The

advertiser can buy the exclusive rights to any town, city

or state, and his advertisement is the only one to appear

on the book covers in that area.

Peabody School Book Covers are carried into millions of homes every day of the school year. Advertisements are printed in from one to four colors and are out in the open several hours each day for all the family to see.

Peabody School Book Covers are sponsored by the Alumni Association of George Peabody College for Teachers, Nashville, Tennessee.

Send today for free portfolio

EDUCATIONAL ADVERTISING COMPANY

Geo. D. Bryson 55 W. 42d St., New York CHick. 5656

Peabody School Book Covers



"I Would Be Willing To Pay a Dollar a Copy"—

Writes Ralph Allen,
Secretary of the Foss-
Soule Press, Inc. of
Rochester, N. Y.

Here is his letter:

"Every printing executive, every printing salesman, and I think every printing craftsman should and could read your magazine with profit to himself and his firm. Speaking for myself, I should like to assure you that each month finds me eagerly awaiting a chance to see the next "Specimen Review," a collection of beautiful pieces of printing done by people who have really given careful thought to effective layout, illustration, and display. Your comments are always fair, and your criticisms thoroughly constructive.

"If The Inland Printer contained nothing but the section devoted to specimen reviews (for this is only one good feature) I would be willing to pay a dollar a copy.

"So, congratulations! Let your inspiration come from knowing that progressive printers everywhere are getting more than their money's worth from your publication."

Ask any printing executive how he uses The Inland Printer and you will find he reads both the editorial and advertising pages.

The Inland Printer

330 South Wells Street
CHICAGO, ILL.

New York Office: 1 East 42nd St.



Purpose and Scope in a Market Survey

Some Questions for Those Who Plan Surveys to Ask Themselves

By Aesop Glim

TO my dear pupils—who are all bound to become exalted advertising managers, sales managers and advertising agency executives—I addressed a disquisition last week entitled, "When You Plan a Market Survey."

I begged you, whenever you approached that ecstasy-inspiring problem, not to start formulating questionnaires. I said that the writing of the questionnaires was a job for an experienced research man—and that lacking his specialized background of *making* surveys, you were not qualified to write the questionnaires to be used in surveys.

But I assuaged your pride by giving you an important, big-executive role to play, when I said:

Your job is to define the *purpose* and the *scope* of the survey. That sounds easy, but more investigations have gone on the rocks because of failure to observe this elementary principle, than from any other reason.

You, more than anyone else, know why a particular survey is planned. You know what the meat of the situation is. There are just a few important questions to be answered. What are they? Just what was it you and your client—or your chief—discussed? You didn't spend that hour going over question after question. You talked about a few headline subjects. You wanted to know the answer to this, this and this question.

What are those basic questions?

If you want to do your proper part toward preparing a good questionnaire, here it is: Sit down in the quiet of your own office and put down in black and white those pertinent matters which are to be covered in the survey. Use this formula:

"At the top of the page write the one word,

PROBLEM

Under this heading outline fully the situation as you know it. In this section don't try to skimp and save words. Go into detail. Enjoy yourself to your heart's content in writing sentence after sentence. Tell everything you know—explain the problem fully. That finished, put down your second caption. This will read,

I WANT TO KNOW

Under this heading, list those important basic questions which you want answered. Remember you have been given all the liberty to write at length under the first caption. Here you are limited. You are still not drawing up the questionnaires. You are defining the specific problem. Next write this heading,

SCOPE

Under this caption put down specifically from whom you want the information and the exact territories in which you want the survey made.

* * *

Today I want to lay down a few fundamentals to help you define the purpose and the scope of a market survey—and thereby perform your proper function.

First and foremost, every survey should be planned with the aim to—*Know your product; know your prospect; know how the one fits the uses of the other.*

That bit of phraseology represents one of the most valuable bits of unsolicited advice which old Aesop Glim has to offer you. Every person who earns his living from selling or advertising in any form whatever, might do well to have that sentence tattooed onto his anatomy. Coupled with an appreciation of Socrates' "Know thyself," it should make him a man ahead of his older sister.

JUDSON RADIO Programs for Advertising Agencies

Include These Services

- 1 Experienced Showmanship.**
- 2 Wealth of Exclusive Talent.**
- 3 Complete Musical Library.**
- 4 Program Staff of Musical Experts, Continuity Writers, Program Supervisors, Technical Experts and Announcers.**

The purpose of our organization is to assist you agency men in utilizing the broadcast medium for your clients.

JUDSON
RADIO PROGRAM
CORPORATION
Steinway Building
NEW YORK CITY
CHICAGO OFFICE
Tribune Tower
Chicago, Ill.

More specifically, almost every survey is planned either (1) to make an estimate of the existing situation; or (2) to conduct a search for new users and new uses.

You may be an advertising or sales executive who desires to check existing advertising or sales policies—or to set new policies. You may be planning to launch a new product or to increase the sales of an established product. You may be preparing yourself to write some copy. You may be studying your competition. In any of these cases, I think you will see that your problem falls into one or the other of the two broad classifications above. Your survey may have both purposes.

In the first classification—when making an estimate of the existing situation—your definitions of Purpose and Scope will shape themselves around five basic questions.

The first question is: *What are we selling?* Ninety-nine times out of a hundred the answer to this question is not a mere catalog description of the goods you are offering for sale. The answer is to be found in an accurate description of the service the goods render to the ultimate consumer; how they render that service more desirably than do competitive products; in short, why the consumer should buy your goods. The production manager (or possibly the inventor) should be able to tell you what the product is supposed to be good for. But you will frequently find that you have to go to present users to find out why they prefer your goods—to what use they actually put the goods.

I was once out on a house-to-house survey on behalf of a certain well-known toilet soap. At one home, having explained the purpose of my call, I was received with open arms. Of course they used that soap, thought it was wonderful, the whole family endorsed it, they were never without three to six cakes in the house. To what use did they put it? Well, of course, they only used it for bathing the dog!

The second question is: *To whom are we selling?* Here again the correct answer is much longer and

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Looking Through the Portholes

of mail ships carrying the **AMERICAN EXPORTER** abroad would provide an interesting education in itself.

Beautiful Marseilles and Rio de Janeiro, busy Liverpool and London, majestic Sydney, mysterious Hong Kong and Constantinople—Buenos Aires, Kobe, Honolulu, Cape Town, Antwerp—all of the ports of the 129 important buying centers of the world would present themselves.

Export figures prove how rapidly these overseas markets are increasing their preference for American manufactured products.

The **AMERICAN EXPORTER**, published in English, Spanish, French and Portuguese, carries your messages to all these markets . . . enables you to blanket the entire export field through the use of one medium.

Further, it assures you of that high degree of reader attention among buyers in each country that only an outstanding journal, with half a century's record behind it, can secure.

It is interesting to note, in the following table of figures, how the advertising volume in the **AMERICAN EXPORTER** has increased 76% over a five-year period:

1924	published	2,291	pages	of	advertising
1925	"	2,812	"	"	"
1926	"	3,283	"	"	"
1927	"	3,424	"	"	"
1928	"	3,532	"	"	"
1929	"	4,027	"	"	"

THE FOUR EDITIONS

English: **American Exporter**
French: **L'Exportateur Americain**

Spanish: **El Exportador Americano**
Portuguese: **O Exportador Americano**

AMERICAN EXPORTER

"World's Largest Export Journal"

370 Seventh Avenue

New York

more detailed than might appear. An accurate definition of your present customers must include both sex and age, as well as social, financial and intellectual ratings. A comprehensive answer to this question enables you to check your selection of mediums, your package design, your prices and the units in which you sell.

The third question is: *When are we selling?* The major answer to this question has to do with seasonal variations in the volume of your sales. Certain months may prove to be easier to sell in than others. First get the facts straight, then determine whether the off months represent seasons for greater or diminished sales and advertising efforts. Minor answers to this question may be that certain days of the week are better than others—or that certain holidays work either for or against you—or that the weather (without primary regard for the season of the year) has something to do with the case. Think for example of umbrellas, oysters and straw hats.

The fourth question is: *Where are*

we selling? And the answer to this question splits several ways. Geographically, where do your customers live? North, South, East or West? Are there sectional prejudices or customs working either for or against you? As to communities, where do your customers live—in large, medium or small towns or in the suburbs or in the country? In what sections of the town do they live—from both social and financial standards? In what kinds of homes do they live—single, duplex, apartments, flats, tenements or hotels?

The fifth question is: *How are we selling?* This is a quick method of asking two questions: (a) Through what types of retail outlets (stores, agents, canvassers)—and (b) on what financial terms (cash, credit, time payments, etc.).

When you know exactly what you are selling, to whom, when, where and how—in the light of the specific product and problem before you—you will have a comprehensive picture of the existing situation.

When you want to conduct a

Talk Is NOT Cheap—

not even when sent out in the form of a letter, as dictated letters (including everything—dictator's time, stenographer's time, overhead, postage and stationery)—cost from 25¢ to 35¢ each.

Too many carefully dictated letters fail to accomplish their purpose because they are handicapped at the start by being written on poor letterheads. Yet by paying as little as 3¢ per letterhead additional, your letterhead can be made a definite asset—a selling help and a builder of prestige!

Is your letterhead working FOR you or AGAINST you? Send for our Portfolio of Attention Compelling Letterheads, and then decide. You will see why aggressive business organizations from coast to coast find it profitable to buy letterheads from us. The Portfolio is free to executives, and requesting a copy does not obligate you in any way.

MONROE LETTERHEAD CORPORATION

1010 Green Ave.
Huntsville, Ala.

167 N. Union St.
Akron, Ohio



These Helpful Monthly Bulletins

Will Introduce You
to new sales outlets—
..... and provide
valuable market data.

!

3 essential
selling publications

FREE!

Mail Coupon Today

Electrical
Trade Pub. Co.
520 N. Michigan Ave.
Chicago, Ill.

Gentlemen: Please send
me, without obligation on
my part, the monthly
bulletins checked.

- ☐ ELECTRICAL
CONTRACTING
☐ THE JOBBER'S
SALESMAN
☐ MILL SUPPLIES

Name

Address

City

State

ELECTRICAL CONTRACTING
. . . THE JOBBER'S SALES-
MAN . . . MILL SUPPLIES—
each dominating its field. Highly
specialized to be sure—that's why
they command reader interest
and insure you advertising dol-
lars' worth. These monthly bul-
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service by the above publications,
are sent to advertisers and pro-
spective advertisers free. They
contain spot inside information
that you want . . . and need to
enable you to better understand
the changing tides. Write for
them today.

**ELECTRICAL CONTRACTING
THE JOBBER'S SALESMAN
MILL SUPPLIES**





A Study of All American Markets

New Edition



Opening new territory ceases to be guesswork if you use this book

In standardized form it sets forth sales data by states, counties, towns of 1,000 up, and facts about our 100 principal markets

How a specific manufacturer can use this book

For example, a paint manufacturer could get the following data on the Omaha, Nebraska, trade territory:

1. Number of hardware stores, builders' material and lumber yards, department stores, furniture stores, and chains in Omaha proper.
2. Number in all towns of 1000 up in trade territory.
3. Number of families, dwellings, and male buyers over 15 years old in same.
4. Average size savings account.
5. Full details on newspaper circulation, and proportion of population reached by advertising.
6. Map of trading area—its relation to other areas.
7. Full data on wholesale outlets.

THE sales executive who knows one section well—but is hazy about far-away territories—will give thanks for the new edition of "A Study of All American Markets". Now he can plan with assurance.

In answer to the need for a simplified commercial census this volume was prepared, sponsored by the publishers of leading newspapers in cities of 100,000 population and over—yet broadly and impartially giving accurate market data on the entire United States.

Distributing outlets are given for 24 retail divisions, 7 wholesale, 6 chain. Individual savings accounts and latest population estimates are included, with complete maps of trade territories, states and of the entire country.

The gratis distribution of this volume is limited to business executives who are interested in the utility of newspaper advertising. Inquiries should be written on business stationery, and \$1 enclosed to cover postage and packing. Otherwise The 100,000 Group of American Cities reserves the right to charge the production cost of \$15 a copy.

The 100,000 Group of American Cities

400 West Madison Street, Chicago, Ill.

110 E. 42nd St., New York City

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search for new users and new uses, you must likewise seek the answers to five basic questions. These five are really the first five, but with slight twists in tense and intents.

First, *Who should buy this product?* What group or groups of people—defined as to sex and age and as to social, financial and intellectual ratings—are logical prospects for what you are selling?

Second, *Why should they buy it?* New users may or may not want your product for the same reasons as your present customers. Ask them and make sure. Your present customers are prospects for new uses for your product.

Third, *When should they buy it?* Will seasons, weather, holidays or the days of the week have any influence on these new users and new uses?

Fourth, *Where do the new prospects live?* Answer this in the same detail as outlined for the question of "Where are we selling?"

Fifth, *How should we sell to these new prospects?* Are any new types of retail outlets (stores, agents, canvassers) necessary or desirable in order to sell to these new users—or to demonstrate the new uses to present customers? Are any new financial terms indicated—cash, credit or time payments?

* * *

You can readily see, my dear pupils, that the proper planning and conducting of a worth-while market survey is really just as easy as building an accident-proof airplane. It is also just as well worth the effort.

Chore Girl Account to White & Parton

The Metal Textile Corporation, Orange, N. J., manufacturer of Chore Girl utensil cleaners, has appointed White & Parton, Inc., New York advertising agency, to direct its advertising account. Women's magazines will be used.

Appoints Howland & Howland

The Lewistown, Pa., *Daily Sentinel* has appointed Howland & Howland, Inc., publishers' representative, New York, as its national advertising representative.

Fighting for Sales Volume

JUDGING from reactions since the recent slump in the stock market, in 1930 every company in the country is going to be fighting desperately to obtain sales volume.

Sales Contests and Premium Plans

will be used extensively. Already there are indications pointing to a much larger number of sales contests and premium offers than ever before. Our facilities are now available to a few additional concerns of standing.

Individualized Services

We serve clients in the following lines:

Prize and Bonus Plans for Stock and Bond Houses—Insurance Companies—Power Companies—Banks—Manufacturers of Automobiles—Automotive Equipment—Fire Trucks—Automotive Street Cleaning Equipment—Paints—Metal Goods—Bakery Products, etc.

Premium Plans in the following lines: Canned Goods—Coffee—Flour—Confectionery—Evaporated Milk—Spices—Teas—Soaps—Polishes, etc.

We carry in our warehouse, ready for instant shipment on receipt of orders, a stock of over 2,000 different items of standard, trade-marked merchandise. No investment or overhead on the part of our clients is involved in our service. Although articles are shipped direct to recipients one at a time, our prices are under those of ordinary wholesalers.

Among the well-known concerns whom we serve (some of them for more than 20 years) are: Lever Brothers Company, the J. B. Williams Company, Sheffield Milk Company, McCormick & Company, Union Supply Company (U. B. Steel Corp.), International Magazine Company (Hearst Publications) and scores of other nationally known companies.

Information sent by mail on request. No representative will call without an invitation.

The Premium Service Company, Inc.

E. W. Porter, President

9 W. 18th St. New York City

The Test Period for Mergers

CHAMBER OF COMMERCE OF THE
UNITED STATES OF AMERICA
WASHINGTON, D. C.

Editor of PRINTERS' INK:

May we have for use in this department a typewritten list of the forty-two articles on mergers and merger problems which have appeared in your publication since 1920? You make reference to this list in your January, 1929, *Monthly*.

E. D. BORDEN,

Manager,

Domestic Distribution Department.

THE typewritten list of forty-two articles on mergers to which Mr. Borden refers has now become eighty-nine. During the late exciting period of mergers—a period that seems to have lost some of its characteristic aggressiveness since the middle of October—PRINTERS' INK covered many phases of the merger situation.

It took up in detail the human side, the economic side, the financial side, pointing out the dangers of a certain type of merger and the good results which might naturally be expected to follow a totally different kind. In addition, PRINTERS' INK pointed out the dangers inherent in a merger of a group of products that had been made famous and valuable by consistent advertising over a long period of years, when the merger promoters cut down that advertising, or substituted for human advertising, an institutional type covering all products.

PRINTERS' INK believes that the test period for mergers has now arrived. It will soon be possible to tell the sheep from the goats. Those organizations which were merged because it seemed logical to believe definite economies could be effected in distribution for the benefit of both consumers and stockholders will soon begin to put such economies into effect. Those which were merged with the exchange of Chinese money by excited promoters will probably not do so well. There will also be other types of mergers—distress mergers some people have unkindly called them—but it is not a fair word. These will be mergers in which a unit in the field wishes to

get away from the intense competition in certain industries and become part of a larger organization.

There will also be a growth in what has come to be called voluntary mergers, where several companies, in the interest of economy, will do their selling, and sometimes their buying, in co-operation. One such merger has been quietly in existence for the last twelve months, in which the vice-president of one company is handling the selling for his own company and five smaller ones. There was no exchange of stocks in this case. It was merely voluntary co-operation in the interest of greater economy. This plan has worked out very well for all of the companies and may, later on, when the stock market situation becomes stabilized, become an actual merger.

In the meantime, the small manufacturer, able to make changes quickly in selling and production methods is still plugging along and doing very nicely. The ones who did not merge are quite pleased, particularly in those instances where the stock offered for their own company has depreciated tremendously in value.

Whatever the future developments of the whole merger idea will be, and they will be many and varied, they will be on a totally different basis than they were in the high and hectic days of a few months ago.

Other information leads us to believe that many a merger which was planning to cut down on its advertising expenditure in favor of copy more institutional in nature has totally reversed its procedure and is investing money saved by the elimination of expensive selling methods.—[Ed. PRINTERS' INK.]

Joins Thwing & Herbert

David Altman, formerly with the Foreign Advertising Service Bureau, Inc., New York, has joined the staff of Thwing & Herbert, Inc., advertising agency of that city.

To Represent Arkansas Dailies

Fred J. Wright and Ralph W. Mitchell have been appointed St. Louis and Kansas City representatives, respectively, of the Arkansas Dailies, Inc.

Enjoy It Yourself ...

To readers of LIFE, "The Enjoyment of Living" is no empty phrase. It means, for instance, a theatre ticket service which enables them to get, through LIFE, seats for the best shows at no advance over box office prices.

You advertising men who go to the theatre while in town know the difficulty of getting seats to the hits at any price. The legal advance is only 75 cents, but \$6.60 tickets are frequently sold for \$18.00 or more by the speculators.

As a reader of LIFE, you are invited to enjoy this service yourself. By direct arrangement with the theatre managers, you are assured of good seats at fair prices if a week's notice is allowed us. LIFE's Ticket Service demonstrates most emphatically what is meant by the phrase, "a magazine dedicated to the enjoyment of living."

Yours for the ENJOYMENT OF LIVING,

EDWARD DUNNING
ADVERTISING MANAGER

LIFE

The Embattled Housewife Bites Back

How the House-to-House Salesman Appears from the Other Side of the Door

By Helen H. Gerry

SCENE: An average street in an average town. Two houses, Mrs. Jones, giving a vocal lesson; Mrs. Brown, cooking in kitchen.

TIME: Morning, any day.

PLOT: Two salesmen call at the respective houses; Salesman One, a representative of a local electric refrigerator distributor; Two, of a nationally advertised vacuum cleaner. Neither makes a sale, Mrs. Jones being quite firm in her conviction not to buy a Farthest North this year and Mrs. Brown being simply unable to give the time for a hearing, as she is too busy at the moment. Salesman Two, however, talks at great length.

Resulting wastage to the housewives in question—

Five minutes, Mrs. Jones, vocal teacher, @ \$5 per half hour	\$.83
Fifteen minutes, Mrs. Brown, housewife, @ \$5 per day..	.16
Burned ingredients, Mrs. Brown, ½ lb. sugar @ 6c. per lb.....	.03
Total	\$1.02

Not to mention the fact that Mrs. Brown's little girl, due to lack of supervision, has fallen down the back steps and skinned her nose.

We have here, then, omitting the child's nose, as a result of home demonstration by representatives of nationally advertised products, a loss of \$1.02 to the housewives in two of the forty-four houses on an average street in an average town of 19,000. Taken for the entire community over a year's time, this wastage will run into fairly impressive figures.

This situation seems strange in view of the avowed purpose of these same national advertisers. In the women's magazines lying upon the library tables in the homes of Mesdames Jones and Brown we find repeatedly stated the wish of these manufacturers to give service to the housewife. They desire to better her condition by aids to her health, her convenience—or her use of time. No mercenary note is struck in their promises to get her out of the kitchen

and broom closet onto the golf links and to the bridge table. "Telephone your nearest dealer to have his representative call. He will be pleased to place before you the advantages of this nation-wide service." No mention is made of possible disadvantages to the housewife of giving the salesman this hearing.

Although I realize that much water has passed under the bridge since the day of the tinware salesman with an agile foot in the door

A MANUFACTURER takes expensive advertising space to tell the public about his product—the service it will give, etc. His message aims to build goodwill.

Then comes the house-to-house salesman, selling that product. He may be employed by a selling agency, by the local public utility company, or by the local dealer. Whoever pays his salary or commissions, the housewife regards him as a representative of the manufacturer whose product he is selling.

Consequently, it is important that manufacturers know what housewives think of these house-to-house salesmen. This article, written by a housewife, gives one view of the mental attitude of the woman who answers the doorbell.

The New Haven Market can't be covered without

The New Haven Times

New Haven's Only Evening A. B. C. Newspaper

Average Advertising Gain **107 $\frac{2}{7}$ %**
Last Quarter

Duplication of circulation is greater between the other morning and evening newspapers which are under one ownership.

The New Haven Times

A Macfadden Publication
TODD BARTON, Publisher
BECKWITH SPECIAL AGENCY
National Representatives

New York	Chicago	Detroit	St. Louis	Atlanta	Philadelphia
	Kansas City		San Francisco	Los Angeles	

A MILLION people live on the farms that The Southern Planter visits, and in many of these homes, the 1st and 15th are known as "Southern Planter days."

Since 1840 this, the oldest agricultural journal in America, has been growing and helping to develop the community it serves.

Each year witnesses a growth in its circulation—its advertising—its influence.

It possesses more than reader interest. It has real reader friendship. It can introduce your product into 210,000 homes in Virginia, West Virginia, Maryland and North Carolina. THE SOUTHERN PLANTER, Richmond, Va., Established 1840. Riddle & Young Co., Special Representatives, Chicago, New York, Kansas City, Atlanta.



Na-Ma-Car-Home of the Southern Planter

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jamb and the tubercular school-ma'am who was selling books for the summer to support her crippled relatives, still much remains to be desired of the door-to-door salesman, at least from the standpoint of the embattled housewives, of which number I am one.

When I first embarked shakily upon the untried seas of matrimony, the only creditable national sales representative who called at my door was that of a well-known brush company, whose excellent product and distribution amply justified its advertised statements and its method of presenting its goods to the public. Since that time the number of salesmen coming to my door has greatly increased. They come to me from local distributors of nationally advertised commodities. They are really from Locke and Smith of Greenford, but they talk K-O, the nationally known product. To me they represent, in the flesh, Farthest North, Icykool and many other manufacturers of refrigerators, vacuum cleaners, brushes, sewing machines and electric washers, whose products I have seen illustrated and whose promises of service I have read in the advertising sections of the magazines I buy.

What sort of good-will is it developing on my part, then, if these representatives do not actually give service; if they spend my time uselessly or betray me with false promises of what they or their product will do for me; if, after all, it is perfectly apparent to me that the important thing to them is the selling, and service simply a catch-word for fools?

I admit that some of the salesmen who came to me are of excellent type and their salesmanship such as to cause a receptive attitude on my part. But there are others who cause only apathy, or even downright antagonism. The faults of this latter group, no doubt, are due to inadequate preparation on the part of the local dealer. One young man inadvertently admitted that he had been aided in his present career only by certain literature sent out by the manufacturer. Such a situation probably accounts for the variety among the resulting

graduates from the dear old Alma Mater, the Hit-or-Miss Training School for Selling.

There is the pop-eyed super-salesman, who, like the Ancient Mariner, tries to hold me with his glittering orb, and by the power of his talk and character force me, willy nilly, to purchase of his wares. I am the poor, cringing lion before the tamer's eye. One almost wonders if the parent company sends out leaflets to the dealers on "How to Subdue Housewife Resistance by a Glance." This gentleman also has the gift of gab, so-called, and will run on forever despite any and all feeble remonstrances on the part of me, the victim, that I already have one, don't want one, the house is burning down and please, for humanity's sake, leave me alone. He disregards all such trivial interruptions to his honeyed flow of words, more words and still more words.

And yet, I fool him in the end; I do not buy. I only spend my time and energy and chalk up one more grievance against home selling. Perhaps Mrs. Smith, next door, conquered by the eye and worn out by the interminable talk, may buy and wake up a week later to realize she has let herself in for an expenditure of \$39 this month when George's heaviest insurance premium comes due. What will he say?

Time Is Precious

There is the salesman who clings to his standardized sales talk though Rome fall, who absolutely will not stray one jot from the course set for him nor disclose the name of the product or company he represents until in his mind the exact psychological moment has come to spring upon a gasping public the precise title of his particular boon to mankind. This, to me, is highly annoying and for salesmanship the height of folly. I know my budget and my needs and that dear list of wished-fors which is ever at the back of my mind. Also, my time as a housewife, in a servantless household comprising a fat husband with a weakness for chocolate cake, two grubby daughters and a cat, is precious. Ac-

cordingly, in receiving a salesman, I wish to know at once the name of his product. Why waste my time and his in needless discussion of some article impossible for the purse or not suited to our needs and wishes? It is sometimes possible to skip directly from page one of the introduction to page five, the gist of the matter, in the interest of placing the icebox on the family hearth.

I still remember vividly the woman representative of something-or-other, who came to my house last summer. Despite patient effort on my part I could not elicit the name of her product within the short time at my disposal, daughter number two being about to disappear into measles-infected territory. The lady gaily went from approach to approach but coyly avoided all mention of the real kernel of the matter. My patience, I admit, was not equal to the strain and my caller departed in rather a dudgeon with the fatal secret locked within her breast. The matter remains a mystery to this day. I wonder if she came from Bookhouse—I have been waiting a year to see their representative.

There is the free offer which the most feeble intelligence can recognize as no free offer at all. If I pay 9 cents postage for fifteen months (total, \$1.35), I am not really getting a free offer. That is simply a word quibble.

There is the free demonstration; a pretty thought but only a hardy housewife can receive with equanimity the black look which greets her refusal to buy after a lengthy demonstration. Last year, much against my better judgment, I did have a nationally advertised sewing machine shown for my benefit. However, I prefaced my permission by the statement that I already had an excellent machine, fairly young in years and very recently overhauled, of whose service I could not possibly complain. The demonstrated machine was excellent, too. I would dearly love to have one, but as I have only one pair of hands, it would be silly for me to try to run two machines at once. Of course, some vaudeville pianists do very well with the feet but

wouldn't the neighbors think it strange? The salesman appeared a little put out at my attitude.

The argument, very glibly presented, that you can save money by spending \$225 doesn't strike the financier of a rather slim budget very happily.

There is the salesman who, to clinch the sale, makes promises of prompt delivery or service impossible of fulfillment. What is the neighborhood attitude toward the product he represents when Mrs. Brown knows that Mrs. Black, after three weeks, still patiently waits for the refrigerator repair service so glibly promised when she purchased her Icykool?

There is the too aggressive young man. You hesitate between screaming for help or just taking to your heels and leaving him in possession. There is the woman who speaks cuttingly of your "open mind."

There is the salesman who endeavors to form points of contact with his prospect when he does not know sufficiently well the ground upon which he treads. Disaster awaits the smiling gentleman who says, "Your little boy?" to the grubby face peering round the corner of the porch. Likely as not, that face belongs to the little boy next door. He it was who, only yesterday, in an effort to annihilate one of your own little darlings with a large rock, inadvertently heaved it through your dining-room window. The established contact is a little doubtful, if you ask me.

Some of these faults are trivial but all, I think, fall into the class of being annoying. And faults that are merely annoying have results equal with sins much worse. The housewife will not buy. As we housewives gather about the bridge table or wait for the opening of Parent-Teacher's meeting, the occasional comment upon the house-to-house salesman is not dissatisfaction with the product, nor impatience at the number of calls. It is invariably a distinct feeling of irritation against the actual type of salesmanship.

There is too much bad, too little good selling. Somewhere along

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TEACHERS THE COUNTRY OVER URGE HIGH SCHOOL STUDENTS TO READ THE SCHOLASTIC

High school teachers all over the country urge their pupils to subscribe for and regularly read *The Scholastic* because it is especially edited for boys and girls of from 14 to 19 years of age. In *The Scholastic* only do you find a publication the circulation of which is 100% in the high school field.

The SCHOLASTIC

and *The World Review* form the High School Unit

THE
ONLY NATIONAL MAGAZINES
WITH 100% HIGH SCHOOL
CIRCULATION

55 W. 42ND STREET, NEW YORK
35 E. WACKER DRIVE, CHICAGO

cordingly, in receiving a salesman, I wish to know at once the name of his product. Why waste my time and his in needless discussion of some article impossible for the purse or not suited to our needs and wishes? It is sometimes possible to skip directly from page one of the introduction to page five, the gist of the matter, in the interest of placing the icebox on the family hearth.

I still remember vividly the woman representative of something-or-other, who came to my house last summer. Despite patient effort on my part I could not elicit the name of her product within the short time at my disposal, daughter number two being about to disappear into measles-infected territory. The lady gaily went from approach to approach but coyly avoided all mention of the real kernel of the matter. My patience, I admit, was not equal to the strain and my caller departed in rather a dudgeon with the fatal secret locked within her breast. The matter remains a mystery to this day. I wonder if she came from Bookhouse—I have been waiting a year to see their representative.

There is the free offer which the most feeble intelligence can recognize as no free offer at all. If I pay 9 cents postage for fifteen months (total, \$1.35), I am not really getting a free offer. That is simply a word quibble.

There is the free demonstration; a pretty thought but only a hardy housewife can receive with equanimity the black look which greets her refusal to buy after a lengthy demonstration. Last year, much against my better judgment, I did have a nationally advertised sewing machine shown for my benefit. However, I prefaced my permission by the statement that I already had an excellent machine, fairly young in years and very recently overhauled, of whose service I could not possibly complain. The demonstrated machine was excellent, too. I would dearly love to have one, but as I have only one pair of hands, it would be silly for me to try to run two machines at once. Of course, some vaudeville pianists do very well with the feet but

wouldn't the neighbors think it strange? The salesman appeared a little put out at my attitude.

The argument, very glibly presented, that you can save money by spending \$225 doesn't strike the financier of a rather slim budget very happily.

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TEACHERS

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55 W. 42ND STREET, NEW YORK
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the line from manufacturer to consumer there is a cog that slips. The housewife feels truly embattled, attacked rather than approached with the offer of service which has been stated so often and so sincerely, I think, by the advertising manufacturer. My attitude

is entirely colored by my own experience and that of my friends. I see house-to-house selling in terms of wasted time and burned sugar rather than in actual illustrations of service. Perhaps some far-sighted sales manager will remedy this situation.

What Groucho Says

An Important Advertising Agency Executive Is "Taken for a Ride"

FIFTEEN men on a dead man's chest—that's me. I'm the chest. Just back from K. C. Took a campaign on a breakfast food. Client had everybody in to hear it. Evidently had given instructions to "ride that guy!" Advertising manager, his two assistants; sales manager, three assistants; treasurer, his assistants, and so on.

We had just turned down a suggestion of the client to sell his food as "good for the teeth."

"Sunny Smiles from Sun Kissed Cereals" was our keynote. You needn't laugh. There have been worse than that. Happy people in pictures, you know, all showing their teeth. We sprung it. The fifteen men and women proceeded to jump on the dead man's chest.

Client: "Mr. Groucho has brought his agency's idea of an improvement on my suggestion of 'Good for the Teeth.' I thought my idea had a rather intriguing double meaning. *Teeth to chew* a good food with—Chewing such a food keeps *teeth in condition*. See? But our agent thought it was *very bad* and brought this *remarkable* campaign. What do you all think of it?"

Adv. Mgr.: "Can't see it at all. Teeth have something to do with food. 'Sunny Smiles'? I may be stupid (he is), but I can't see it."

1st Asst. (man): "Looks to me very forced. I could see the application of the teeth idea of Mr. Klopff." (Klopff is the client.)

2nd Asst. (lady): "Teeth are people's pride, I think, there is a simple relationship between teeth and foods. I'm sorry Mr. Groucho but your campaign doesn't appeal."

Treas.: "I'll say it's punk. We've twenty people in our own shop who could do a better job."

Asst. Treas.: "Putrid!"

Sales Mgr.: "Try it on a grocer. Do you know what he'd say? I'll tell you. 'Don't want the stuff at all with *that* advertising!'"

Asst. Sales Mgr.: "Concentrated essence of Limberger cheese!"

2nd Asst.: "All I can say is, you don't eat with your smiles but you do with your teeth."

Promotion Man: "Don't see how I can fit promotion material to that stack of alfalfa. 'Improving teeth' is a real idea, 'Smiles!' Bah!"

Boss's Secretary (woman): "I think Mr. Klopff's idea is so much better."

Klopff finished: "I can see a good deal in your 'Smiles' idea myself. Mr. Groucho, but you see how it hits my associates. I must defer to their combined judgment."

Then he sent 'em all back to work. They had had a pleasant time committing a murder.

What do I think of the 'smiles' idea myself? Not much. Better than "teeth" however. Smiles are the advertising man's last resort. We knew that he just had to have some kind of "gushy" stuff.

Smiles handle better in art work than mere teeth. Happy atmosphere you know. Sometimes I wonder why we don't all go bug house. Let an agent alone and he'll do something. Make him kill a client's fool idea first, and he's pretty sure to come back with another bum one, or at least an over-worked one.

How did we come out? We compromised, sold them the "teeth" in the "smiles," changed about one word out of ten and sold 'em our campaign on the basis of "taste." Let the art carry both the "smiles" and the "teeth."

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PRINTING CO., INC.
209 W. 38th St., New York City
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How much has the market for your product changed within the past 30 days?

We sent the following wire to a group of manufacturers last Friday:

"In view of pronounced uncertainty regarding economic conditions resulting from stock market collapse and effect upon consumer market it is proposed that R. O. Eastman, Incorporated, immediately undertake national investigation to determine actual industrial trade and consumer conditions period this will include study in not less than forty principal cities and their trading areas embracing small towns and rural districts surveying general business conditions and disposition employment building activity industrial and retail trade activity and present and prospective consumer buying of both luxuries and staples period specific inquiry will be made regarding types of products represented by those manufacturers participating period if this project is carried through we will place investigators in these forty or more points immediately and reports will be relayed to each participant weekly with final analysis by first of February period participation including investigation covering your specific class of trade will cost you three thousand dollars payable one thousand on our notification that survey is proceeding with sufficient acceptances to guarantee scope and thoroughness one thousand December twentieth and one thousand January twentieth this about one tenth of what separate survey in your individual interests would cost period this plan permits of quicker and broader investigation than otherwise possible period as immediate action necessary to sound out current conditions and get reflection of holiday buying please wire either affirmative or negative reply not later than Monday."

When this issue of Printers' Ink went to press we had not had time to judge the results. The wire speaks for itself—the need it anticipates requires no comment.

There is a limit, necessarily, to the number of companies whose interests can be embraced in this investigation, but without making any promises we will say that if others than those to whom this message was sent are interested in participating and will wire or phone us immediately such participation will be arranged for if possible.

R. O. EASTMAN, Incorporated

113 West 42nd Street

New York

Dec. 5, 1929

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How Exporting Fits into the Current Economic Picture

(Continued from page 8)

through bringing into being a new and large volume of export orders, our manufacturers are able to maintain the production costs of October, 1929—this will mean millions in profits in the domestic market, all attributable to export sales. These export indirect profits in many enterprises are greater than the entire art of export sales solicitation.

Surplus production cared for by sales outside the United States is a most desirable indirect source of export profit. There are industries (as witness the shoe industry in 1920-1921) in which even slight over-production raises instant havoc. Ten per cent—even 5 per cent—is a catastrophe, the effect of which has in some cases wiped out the profits of the preceding decade.

In a recent address, Henry H. Morse, vice-president, Florence Stove Company, portrayed the importance of "Selling the Last 5 Per Cent." He specifically advocated consistent, forceful exporting as the best safeguard—while equally soundly pointing out that exporting, fundamentally, is the exporting of surplus over domestic needs or domestic ability to purchase. There is still wide and ample room for the "easily disturbed by surplus production" industries of these United States to make huge indirect profits by exporting.

Fortunately for individual makers—and for all of us through the tax yields on their profits—the last ten years have seen substantial improvement in the condition of our many seasonal and semi-seasonal manufacturing companies. This has come about wholly through the medium of increased exporting by these enterprises. Diversification—the only other remedy—has been far more conspicuously featured than observed.

Exporting fills in the valleys between the peaks of high seasonal domestic demand. It enables bal-

anced production with its savings. It applies alike to cap pistols and ice cream freezers—straw hats and grape juice.

Today's problem is identical with the problem of seasonal demand in all except a scheduled certainty of need. It is folly to predict for this or any other country continuously increasing prosperity following any definite curve or line. The same type of sales foresight, sales intelligence and sales effort that recognizes the need for export sales to level sales in a seasonal industry is needed in our long tomorrow to care for valleys that are as certain as those created by the off seasons in the domestic market.

Sales endeavor roughly can be said to succeed in proportion to the presence or absence of competitive sales endeavor—"sales endeavor" is but another wording of "sales investment." There is polite fiction that couples our rare eras of market depression with unusually large sales investments. But in real "behind the curtain" life, sales and advertising executives know that a curtailed market usually is accompanied by curtailed sales investment.

This is not the case, however, with enterprises which have built up larger export sales. For with a steady stream of monies coming to them from without the United States, they capitalize their advantage—they are the "bargain buyers" of domestic sales opportunities, just as those with surplus cash buy stocks when at bargain prices.

When these non-exporting competitors are subjected to the restrictions of lessened income, these exporting manufacturers are prone to invade their previously inviolate domestic strongholds and to press to battle where on equal financial footing they have previously hesitated.

Another indirect export profit is the part-time utilization of domestic salesmen in nearby foreign markets. It is safe to state that in the next few months this profit-making method will be seen in Bermuda, Newfoundland, Cuba,

Porto Rico, Mexico and even farther south. Rather than over-urge customers to buy when they are disinclined, it is often the better part of valor to transfer the scene of sales activity. Careful planning makes possible these trips so that they dovetail with the present-day logical domestic territorial coverage. When this can be done it really gives foreign coverage at the cost of traveling expenses as well as affording the all important Mr. Salesman a chance to hold up his earnings.

The manufacturers of the United States are reading today "in bold headlines" on the front pages of their favorite newspapers. "Hoover Conferences Advocate Increased Exporting." The basic reason for export emphasis is that Herbert Hoover knows the need for foreign sales effort today. Beyond this he knows how export profits can be obtained. Few indeed realize that up to the moment he stepped into the Presidential chair he was head of the greatest export department the world has ever seen.

That export department was and is known as the Bureau of Foreign and Domestic Commerce.

In size and caliber of personnel it is matchless in export circles here or abroad. Even Steel and General Motors export departments—their separate companies—cannot compare with it. And its immediate director during Mr. Hoover's regime, Julius Klein, it will be noted is today Assistant Secretary of Commerce—and an outstanding figure in today's Prosperity Program.

After two and a half decades my published "An Exporter's Dream of Governmental Co-operation" has come true. My sage pronouncements at the age of twenty-two—all but abandoned even in hopes until Mr. Hoover became Secretary of Commerce—now are legitimized by the announcements in the daily press. Exporting has been made a part of the daily life of the man in the street and its furtherance proclaimed as a matter of great governmental importance in just such a type of semi-crisis as all thoughtful exporters have long foreseen.

Whether our exporting—in personnel and equipment—as well as in spirit—is capable of being expanded or mobilized rapidly enough to do more than aid mildly in solving our present problem is yet to be proved. It would be fantastic to imagine that it can prove wholly adequate. Planting and gardening are not co-incidental processes—nor are profit desires and realizations.

In the worst event, it now seems certain that the manufacturers of the United States at a time when they have tuned in and are anxious to listen will come to know that exporting may be one way wisely to seek profits—exactly the type of profits so compellingly needed at this precise moment.

And 1930 will show us all whether they acted in numbers on what they heard!

On Changing Package Designs

OXFORD-PRINT
BOSTON, NOV. 25, 1929.

Editor of PRINTERS' INK:

Permit me to thank you for your prompt and quite extensive reply to my recent inquiry regarding the changing of package designs by manufacturers of nationally distributed products. The material you have sent will be of great value.

Your research department is certainly supplying valuable service to inquiries such as that of mine.

H. P. PORTER,
President.

New Jersey Papers Appoint Hamilton-DeLisser

The Long Branch, N. J., *Daily Record*, and the Elizabeth, N. J., *Times*, have appointed Hamilton-DeLisser, Inc., publishers' representative, New York, as their national advertising representative.

Paint Account to John S. King Agency

The Ohio Varnish Company, Cleveland, manufacturer of Chi-Namel paint products, has appointed The John S. King Company, Inc., advertising agency of that city, to direct its advertising account.

W. R. Gayner Joins Smith & Ferris

Walter R. Gayner, formerly with Foster & Kleiser, Inc., outdoor advertising, has joined the sales department of Smith & Ferris, Los Angeles advertising agency.



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What shall we eat on Sunday?

*That's the question
Saturday's Plain Dealer
answers for the women of
NORTHERN OHIO*

GETTING the Sunday dinner isn't the nerve racking ordeal it once was—not in Northern Ohio. The truth of the matter is that thousands and tens of thousands of Northern Ohio women get their Sunday menus from the pages of Saturday's Plain Dealer.

On that day there's a special Food Page, a cash prize-for-best-menu contest, and editorial mention of new foods, beverages and household supplies developed by manufacturers.

Every week the story of a personal visit to some food factory by the Plain Dealer's home economics editor appears. Always two, frequently three and sometimes as many as four or five pages of this great paper are devoted to the interests of women.

Always one of the country's leading news-papers, the Plain Dealer has gone to such lengths to win the confidence of its feminine readers that its influence today among the women of Northern Ohio is unquestioned.

Advertisers appreciate this, and find in the Plain Dealer an unexcelled medium for bringing their messages to Northern Ohio's women.



Manufacturers, sales managers, advertising men have learned to see Cleveland as it really is. Not merely a city—not just a retail shopping area. But one of the great distributing centers of America.

The **IN NORTHERN OHIO THE WOMEN READ
Cleveland Plain Dealer**

JOHN B. WOODWARD WOODWARD & KELLY JOSEPH F. KELLY CO.
110 E. 42nd St., N. Y. C. Fine Arts Bldg., Detroit, Mich. 360 N. Michigan Ave., Chicago, Ill.

THE PLAIN DEALER ALONE WILL SELL IT

An opportunity

open for trade
paper publisher
to increase his
advertising revenue

ONE of America's foremost special advertising organizations with a background of twenty-five years' experience in selling advertising space is ready to place its sales staff located in the Metropolitan cities, behind a good trade paper that needs more revenue.

Will consider a publication in a field only where the possibilities are big enough for intensive sales effort. The publication need not be large but it must be well organized with a constructive editorial policy acceptable to its readers. Arrangements will be made to take over the entire advertising on a commission basis.

All communications
strictly confidential

Address "C," Box 105, P. I.

RETOUCHING SPECIALISTS

BLACK
AND
WHITE
●
COLOR

ADDA AND
KUENSTLER
STUDIOS

70 E. 45 · NEW YORK
Murray Hill 9237

A Comprehensive Analysis of Training Salesmen

COMPASS SALES CORPORATION
CHICAGO, NOV. 21, 1929.

Editor of PRINTERS' INK:

Please accept our thanks for your very constructive and courteous reply to our recent letter asking for information regarding the training of salesmen and turn-over of salesmen.

Your handling of this simple request has been very efficiently done, and the large number of references offers an opportunity for a very comprehensive analysis.

We are in the habit of expecting splendid co-operation from PRINTERS' INK but did not expect anything so elaborate.

F. D. MAVER,
Secretary and Treasurer.

Weiss Agency Elects B. R. Solomon

B. R. Solomon, an account executive with the Edward H. Weiss Company, Inc., Chicago advertising agency, for the last four years, has been elected a director of the company.

R. R. Milton, recently with the Chicago office of Ruthrauff & Ryan, Inc., and at one time vice-president of Brinckerhoff, Inc., Chicago, has joined the copy department of the Weiss agency.

Appoints L. Kemper Wilson Agency

The P. F. J. Batenburg Company, Racine, Wis., manufacturer of Aladdin portable electro-plating outfits and other specialties, has appointed L. Kemper Wilson, Milwaukee advertising agency, to direct its advertising account. Magazines and farm papers will be used.

F. J. Chlupp with Pabst Corporation

Fred J. Chlupp, recently in charge of national advertising of the Milwaukee, Wis., *Sentinel*, has become assistant sales manager of the Pabst Corporation, also of Milwaukee.

D. M. Auch, Secretary, Ohio Bankers Association

David M. Auch, formerly assistant secretary of the Ohio Bankers Association, has been made secretary of that organization, succeeding Charles H. Mylander, resigned.

Appoints Botsford-Constantine

Graham Hambly & Son, Los Angeles, have placed their advertising account with the Los Angeles office of the Botsford-Constantine Company. Newspapers will be used.

A complete

radio service

for advertisers

and agencies

Often an advertiser, often an agency, hesitates to use radio because of mysterious details.

Let Sound Studios of New York take off your shoulders all these details. Let us tell you exactly what can be done, what it will cost, how to pick radio stations in sales areas, how to put on a program at identical hours anywhere in the country, how to gain finest program quality with the greatest economy, how to establish a sales talk definitely in advance.

And if you put your program in our hands it will be directed by

Frank Black

Gustave Haenschen

Here are some of the well-known programs prepared by these men of our organization in cooperation with agencies and their clients.

PALMOLIVE HOUR
SEIBERLING SINGERS
WONDER BAKERS
CHAMPION SPARKERS
JOHNSON & JOHNSON
PRO-PHY-LACTIC
ARMSTRONG QUAKERS
RCA DEMONSTRATION
EDISON HOUR
CHASE & SANBORN
LEHN & FINK



We co-operate with
recognized advertising agencies

Let us tell you all about it!

SOUND STUDIOS OF NEW YORK
INC.

50 WEST 57TH STREET NEW YORK, N. Y.



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEORGE M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 964 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year, Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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H. W. Marks	Rexford Daniels

A. H. Deute, Special Contributor

Chicago: G. A. Nichols
Frederic Read
Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, DECEMBER 5, 1929

A Discount on Orders by Mail?

A small-town retailer told a large group of manufacturers recently that more traveling salesmen are calling on him trying to sell merchandise than there are farmers to whom he sells. He made a suggestion, often offered in the past, but one which is being discussed more now than it has been for many years. In brief, he told the manufacturers who are sending groups of specialty salesmen to call on him that they could save a great deal of money on special off-season trips if they would allow him a discount for orders sent by mail.

In most cases the retailer or the industrial buyer is able to purchase just as cheaply when he gives an order to a salesman who has come a hundred miles to see him, as he does if he takes the trouble to mail it in. There have always been in

many lines of industry discounts for quantity purchases. The reason for this discount is that the small order is more expensive to handle than the large one. Many a manufacturer is ready and willing to give a price to a chain of independents he could not afford to give to one of them on a small order. If the reason for a discount is economy, this retailer suggested, is it not just as logical to give a discount when the manufacturer is enabled to save a great deal of money by not sending a salesman?

The plan of a 2 or 3 per cent discount for orders sent by mail has been tried in certain lines. In many a case the effect upon the morale of the sales force was bad. There were constant disputes about giving a salesman credit on mail orders from his territory and anything which tended to increase such sales disrupted the sales organization.

And yet the fact remains that the cost of selling is high. There is a great deal of discussion in many industries at the present moment to use consumer advertising more efficiently and largely to cut down the cost of selling. Buying in small amounts has become a national characteristic and one of the shock absorbers of modern business. The buyer in an out-of-the-way place who will co-operate with the manufacturers sufficiently to send in his order by mail may be entitled to a better rate. It is one of the old questions being brought up to date for new consideration in the light of new conditions.

How Fashion Is Affecting Advertising

Fashion in women's apparel has entered a new cycle. In spite of the fact that numerous women's organizations are protesting volubly that they will never go back to longer skirts, the best informed fashion experts predict that the new mode is here to stay for at least five years.

The manufacturers of dresses and dress goods have already gone over wholeheartedly to the new fashion, but experience has shown that these manufacturers are not

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the only people who are affected by style changes. Irene Sickel Sims, in an article in December **PRINTERS' INK MONTHLY**, shows how widespread is the influence of the changed styles.

Any new development is likely to make itself felt in fields far removed from those most directly connected with women's fashions. An automobile manufacturer, for instance, changed the upholstery in his car several years ago because he found that in summer when women were wearing thin dresses with short skirts the nap of the upholstery was uncomfortable for them. Another automobile manufacturer, we are told, maintains a stylist in Paris to report on the latest style trends. The great popularity of color merchandise was directly due to the increased use of colorful dress goods by women. Today, few manufacturers of consumer merchandise dare overlook women's styles.

Even if a manufacturer's product is not affected, his advertising may be vitally influenced. In approving illustrations which contain women he must be careful to make sure that the clothing is in style. An out-of-date dress in an illustration is likely to cause a loss of interest on the part of the highly critical feminine audience of today.

Fashion has entered into so many industries and indirectly affects so many more that it is no longer safe for any manufacturer to ignore style changes in women's apparel.

Faith in the Future

During the last few days, we have button-holed business acquaintances by the dozen and asked them: "Would you say that American Telephone & Telegraph, Woolworth, Consolidated Gas, and other prominent corporations whose securities are traded on the New York Stock Exchange, have more or fewer registered stockholders today than they did immediately prior to the stock market crash?"

Invariably, the answer was an emphatic "fewer," and the estimates of the decline in the number of stockholders ran anywhere from 5 to 35 per cent.

As it happens, these guesses are totally incorrect. Insofar as the more prominent corporations are concerned, and also with regard to many corporations not so widely known, their stock transfer books show more stockholders today, in most cases, than prior to the fall of stock prices.

American Telephone & Telegraph has a greater number of stockholders today than at any previous time in its history. Approximately 500 additions every day are helping to swell the total. The Pennsylvania Railroad reports a larger stockholder list than it has ever known before. Woolworth, which sent dividend checks to some 10,000 stockholders on June 30, sent checks to 19,000 odd on December 2.

And companies that probably would not be classed with the financial "blue chips," also report large increases. For example, the Minneapolis-Honeywell Regulator Company informs us that on August 15 it had 755 registered stockholders while on November 30 the total was 993, an increase of some 30 per cent.

These and other equally interesting figures are given in an article which appears elsewhere in this issue under the title: "The Small Stockholder Has Not Been Eliminated." What do the figures signify?

To some, they may mean nothing more than that people who formerly kept stock at their brokers have had it registered in their own names and put it in their vaults. No doubt that is a partial explanation. But the increase in the number of registered stockholders is chiefly due to outright buying in small lots by investors throughout the country. The great middle classes stepped in, when the speculative element stepped out.

There is something inspiring in that. President Hoover has said "it is action that counts." The small investors of the nation have acted. They have not merely said that it does not pay to be a bear on the United States. They have gone into the marketplace and demonstrated their faith in our commercial future in a manner that

leaves no doubt of their sincerity.

Will manufacturers prove by deed—not merely by word—a similar faith? Will they back up their contentions concerning low inventory and unclogged channels of retail trade with undiminished sales and advertising campaigns?

The small investor has shown the way. More than ever before, our leading corporations are customer-owned. These customers who had money to buy stock at a time when money proverbially seeks a secret hiding place, also have money to buy their share of this nation's output. Manufacturers who display by action their faith in the country's future will benefit equally with these small investors.

The thousands of odd-lot buyers invested their money in corporate securities because they had an abiding faith in the future of the country. They took it for granted that the executive heads of the corporations whose securities they bought possess a similar faith and will act accordingly. We have an idea they will not be disappointed.

A Conference with Consumers

In the series of conferences now being carried on at Washington, one fact stands out above all others. Experts, instead of politicians, have been called in and practical business men have laid their cards on the table. In the ordinary course of business there is always a certain amount of bargaining and sometimes of haggling, and the ordinary buyer feels that it is to his advantage to go slow or hold back. And that is the very thing which produces the state of mind leading to the slowing up of industry and eventually to depression. The conferences at Washington have struck at the very heart of such a state of mind. For they are more than conferences. They are assurances of demand.

AS PRINTERS' INK pointed out last week, in Roy Dickinson's article on wages: "Such affairs are more than conferences. They are assurances of consumption. The manufacturer who is assured across the conference table by the president of a great railroad system

that he is going to get an order within a month for several million dollars' worth of equipment, leaves such a conference with confidence and assurance. He doesn't think of reducing wages. He plans only to go ahead and get out the production which he knows is going to be sold."

It was also suggested in the same article that if the national advertisers of America, closer to consumers than any other type of manufacturers, could get the same assurance from the masses of their consumers there would be no hesitancy in business.

The President is trying to build up such an assurance for advertisers by his recent advice to the American public to go ahead buying normally. Advertising can be used to build a known-in-advance demand. In every period of business hesitancy some leaders have stepped forward and gathered to themselves the sales lost by less courageous men. With confidence-building advertising, they have established for themselves a place from which they were never later dislodged. The present time will prove no exception. The new leaders will use advertising to build not only a state of mind, which advertising has always done, but to build up for themselves the assurance of a known-in-advance demand. The man who has built this assurance can go ahead making his plans for expansion with perfect confidence that he is operating on a sound foundation.

Appoint Warner-Clifton Agency

The San Francisco office of the American Smelting and Refining Company has appointed Warner-Clifton, Advertising, San Francisco, agency, to direct the advertising of its Selby Metals.

The California Motors Corporation, manufacturer of the Polizzi gasoline engine, has also appointed the Warner-Clifton agency to handle its advertising.

Appoints Ketchum, MacLeod & Grove

The Reliance Life Insurance Company, Pittsburgh, has appointed Ketchum, MacLeod & Grove, Inc., advertising agency of that city, to direct its advertising account. Newspapers will be used.

What Is a KNIGHT



Knight Market Studies Are Built On:

PERSONAL INTERVIEWING

Permanently employed
Field Investigators
trained in securing
accurate information

MACHINE TABULATION BONDED AUDITORS CORRECT ANALYSIS COMPLETE UNBIASED FACTS

- it's an accurate guide to—
- the undeveloped sales opportunities in a market
- the spending power and buying habits of the people in that market
- their response to buying suggestions— (a copy guide)
- the most economical method of developing that market.

Knight studies are made by a carefully selected, permanently employed and thoroughly trained staff of market investigators. A careful consideration of Knight facts before placing a campaign has in many cases produced the difference between maximum and mediocre results.

Let us send you a list of the markets in which KNIGHT Studies have been made.



KNIGHT CERTIFIED MARKET STUDIES

Emerson B. Knight, Inc.

ARCHITECTS & BUILDERS BLDG.

INDIANAPOLIS, IND.

Advertising Club News

Denver Club Outlines Program for Long Period

To plan the fundamental features of its program over a period of years, the Advertising Club of Denver has appointed a special committee, of which R. H. Faxon is chairman. Other members include W. E. Bryan, Alden J. Cusick, Eugene P. O'Fallon, Allen B. Spencer and R. H. Byrum.

This committee has submitted five objectives for the club. These objectives are: (1) To increase public confidence in advertising; (2) to educate members of the club in practical advertising lines; (3) to do a worth-while civic job; (4) to promote the proper type of group fellowship; and (5) to create a goal for the club.

Weekly meetings of the club for the coming year have been planned to further these objectives. Three meetings have been planned to be devoted to a study and analysis of retail advertising. These meetings will be held at the height of three selling seasons, spring, fall and Christmas. Three meetings will be devoted to newspaper advertising, and two meetings to direct mail. Agency practice will be the subject of two meetings.

* * *

E. L. Muller Again Heads Baltimore Bureau

E. Lester Muller was re-elected president of the Baltimore Better Business Bureau, at its annual meeting held recently. R. E. Stapleton and D. S. Michel were elected vice-presidents. Henry Wyman was made treasurer, Miss Jessie E. Stevens, secretary, and Harry F. Karr, counsel.

The following directors were elected: Norman E. White, James C. Flagg, Charles F. Mitchell, Walter L. Fallon, P. Ross Bundick, Dorsey R. Smith, Rudolph Werkmeister, N. J. Segal, G. N. Stieff, J. A. Fricker, A. D. Slesinger, Walter F. Kneip, E. W. Hodson, Howard M. Taylor, C. R. Watten-scheidt, W. K. Friert, James R. Paine, R. B. Green, Howard W. Jackson, B. F. Litsinger, Robert H. Wildman, Joseph Hinde, Mrs. Doris Palmer and Miss Katherine Mahool.

* * *

Appointed by Denver Bureau

William Bryan, formerly commercial manager of radio station KOA, has been appointed head of the publicity department of the Better Business Bureau of Denver.

* * *

Merges with Los Angeles Club

The organization which was formerly the Mercator Club of Los Angeles, has merged with the Advertising Club of Los Angeles.

San Diego Club Elects Roy McKelvey

William Teal, traffic manager of the Coast Truck Line, has resigned from the board of directors of the Advertising Club of San Diego. Roy McKelvey, of the Elite Printing Company, has been elected to succeed Mr. Teal.

* * *

Chicago Council Appoints J. J. Foley

John J. Foley, advertising manager of A. C. Allyn & Company, Chicago, has been appointed to the board of directors of the Advertising Council of the Chicago Association of Commerce.

Curtiss-Wright Sales Corporation Elects

The following have been elected officers of the Curtiss-Wright Sales Corporation, formed recently as a division of the Curtiss-Wright Corporation to handle the airplane sales of the several units comprising the parent company: Walter H. Beech, president; J. A. B. Smith, vice-president; Edgar N. Gott, vice-president; William B. Robertson, vice-president; C. W. Loos, treasurer, and George L. Mentley, secretary.

Directors elected include the following: C. M. Keys, chairman, Richard F. Hoyt, C. W. Cuthell, C. S. Jones, Mr. Smith and Mr. Beech. Mr. Mentley, formerly of the Curtiss Flying Service, will also be assistant sales manager and Stanley W. Jacques, formerly of Keystone Loening, advertising and sales promotion manager.

R. E. Lynes Joins D'Arcy Agency

R. E. Lynes, formerly factory sales and advertising manager of the Gardner Motor Company, Inc., St. Louis, has joined the D'Arcy Advertising Company, Inc., advertising agency of that city, as a member of the contact and service staff.

Newark Air Service Appoints Reach Agency

The Newark Air Service, Inc., Newark, N. J., has appointed Chas. Dallas Reach, advertising agency of that city, to direct its advertising account. Newspapers, magazines and direct mail will be used.

F. L. Grant with Midland Steel Products

Frank L. Grant, formerly assistant factory sales manager of the Gabriel Snubber Manufacturing Company, Cleveland, has joined the brake sales department of the Midland Steel Products Company, of that city.

IF YOU HAVE A COMPLEX PROBLEM OF DISTRIBUTION...

WE URGE YOU TO
TALK WITH THIS MAN

He now holds an important post as advertising manager for a nationally known manufacturer, but he is qualified for a bigger job

He is a Harvard man — class of 1909 — with technical training.

He is a seasoned executive with many years of practical advertising, selling and merchandising experience. Eleven of these years with one concern.

He is able to sell and to direct salesmen ... to conduct test campaigns ... to make market investigations ... to plan and carry through a comprehensive merchandising program.

He is married — just over 40 — and prefers to stay in New York.

If you need experienced help with your advertising, selling and merchandising problems, it will pay you to talk with this man.

An interview may be arranged by writing Husband & Thomas Company, Inc., 122 East 42nd Street, New York City.

The Little Schoolmaster's Classroom

EMLOYERS often have certain prejudices concerning prospective employees. One of these in many cities is a desire to have boys, runners and junior clerks who are of American parentage and name. W. Halsey Wood, of the Wood Employment Service, Inc., has encountered this particular prejudice so frequently that in a recent bulletin he included the following information:

Today about sixty per cent of our clients in asking for boys, runners and junior clerks request that they be of American parentage and name.

The State Department of Education at Albany, after an exhaustive study, reports that sixty-seven per cent of the boys between the ages of 14 and 17 years come from a home in which both parents are of foreign birth.

In New York City only one-third of the boys are of native born parents.

It is our experience that many of these boys of foreign born parents are very much worth while because they have to make good.

A few minutes' thought on this subject will bring to your mind that many of these young men of the past have today risen to commanding positions in American industry.

Not only are his facts interesting but also his conclusions prick a hole in the fondly cherished delusion that only boys of American birth and parentage have the divine fire which makes for business success.

Who reads Government, State and municipal reports? Most of them, it is the Schoolmaster's belief, are perused only by the proof-readers. One reason, of course, is the fact that many of them deal with subjects that, whether they should or not, actually interest the average citizen very little. However, even those which are of real interest seldom are read because they are presented in a format so atrociously uninviting that the most omnivorous reader turns away in disgust.

The Westchester County (New York) Park Commission issues an

annual report and, oddly enough, would like to have it read. It has decided, therefore, that a report of this type lends itself quite as well to illustration and good typography as any piece of printed matter.

Before him the Schoolmaster has a copy of the most recent report, sent him by James Owen, senior assistant engineer of the commission. It is bound in stiff paper covers and printed on a tinted stock. Inside are dozens of pictures showing various scenes in Westchester's parks and the text is set up in a form which is quite readable. Finally an effort has been made to make the text interesting, an innovation in reports emanating from governmental agencies.

The Schoolmaster recommends this 1929 report to all civic workers who find it necessary to issue summaries of their work. It is possible to get such summaries read and the extra cost is easily absorbed by the extra interest which is sure to be aroused.

Competition occasionally has its interesting amenities. Recently the Vanguard Press, in advertising Hartley Grattan's "Why We Fought" said, "Emil Ludwig tells what set the pot aboil in Europe." It happens that Ludwig's "July '14," referred to by indirection, is a Putnam publication.

A day after the Vanguard advertisement, Putnam, in featuring Ludwig's book, said in its advertising, "You get the complete picture if you read both Ludwig's 'July '14' and Grattan's 'Why We Fought.' Buy them both at the nearest bookstore."

It is seldom that the Schoolmaster finds one advertiser making such a direct request that the consumer buy the merchandise of a competitor. That the booksellers are not entirely altruistic, however, is a possible conjecture when one considers the favorable effect on the trade of two publishers who

Realtors—America's Home Builders



BUILDING IN 1930

The forecasts will soon be out. How much building will we have next year? Probably more than in 1929. Surely of a better class, for the building market like the stock market, has passed into stronger hands. The Jerry builders have been shaken out and have gone back to their overalls. 1930 building will be carried on by those who can finance their operations. Builders who survived the money pinch of 1929 are generally the more substantial kind who know that *good* construction brings more business for them.

Real estate operators are the strong hands of the building market. They not only have the ability to finance their projects but they know how to organize and carry out large operations from the bare acreage to the finished buildings. That is why they are doing so large a part of our residential building today. Realtors' merchandising of homes and apartments is based on the fact that good materials, bought by name, will help rent or sell these buildings. If you want the quality building of 1930, sell Realtors.



NATIONAL
REAL ESTATE
JOURNAL



PORTER-BEDE-LANGTRY CORPORATION, PUBLISHERS

139 N. Clark Street

Chicago, Ill.

What Have You for the Middle West?

Successful advertising salesman of 18 years trade paper experience, age 38, married, now employed in New York territory by leading trade paper, desires to return to Middle West. Headquarters in Detroit preferred. No objection to Chicago or Cleveland. Only outstanding trade publications considered. Address "B," Box 104, Printers' Ink.

Can You Do This?

Can you sell the idea of thrift by spoken and written words? Can you look after the details of a fair sized advertising appropriation? Can you plan and sustain a promotion department for Savings Accounts? Can you write strong letters and mailing pieces based upon thrift?

If so . . . whether you are a man or woman, one of the oldest Savings Banks in Greater New York can use your services at a fine salary with a finer opportunity. Write fully to "W.B.L.," Box 250, Printers' Ink.

are urging readers to buy to books at one purchase, although each is published by a different house.

* * *

Inspired by recent comments PRINTERS' INK, one of the favorite advertiser friends of the *Clash*, sends up to the Schoolmaster's desk a modest example of what the "personalizing" business can come to. The exhibit in hand is a letter a pale blue letter processed in purple ink. It is from a well established firm which deals directly with farmers. In the upper left hand corner is a photographic reproduction of the sender, together with her signature. Devoid of other embellishments the letter starts out:

Dear Friend: Although you do not know me, I am sure you will be interested in this letter because it tells about a very pleasant occasion in the life of one you know very well. I am writing in the name of all the employees of the Company, who are planning a Surprise Party for our dear friends and "boss,"

You see, "our (boss's first name)" is 65 years old this year. It is also his 40th Anniversary in business. So we thought it would be wonderful to celebrate this double milestone in (first name again's) life by doing something at this time that he would remember as long as he lives.

Day after day all of the employees have been racking their brains to think *what to do*. All sorts of ideas were presented. Finally I suggested an idea and everybody said it was "just the thing." Then and there I was appointed to write this letter to all of (boss's) customers. And this is where you come in.

My idea was simply to tell you, and our other customers, about my plan for giving (boss) a Surprise Party, and ask them to help do the surprising! The one thing that will make (boss) happiest is for him to get the biggest bunch of orders, between now and October 28th, that he has ever received in an equal length of time! That will be a birthday present he will appreciate more than anything else!

Of course every order will be taken care of as soon as it comes in. Then on October 28th, at noon, all the employees will march into (boss's) office with all the thousands of orders we receive during these next few weeks, and I'll make a speech and tell (boss) that his friends—his customers—have honored him on his 65th birthday by sending in these thousands of orders. Can't you just see (boss's)

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Advertising Men

A manufacturer of international reputation, located in New England, is endeavoring to secure these three men

No. 1—An experienced advertising man with a special training in dealer cooperation work. Must have knowledge of window displays and know how to secure cooperation of retail salesmen. The ability to meet the heads of large buying organizations is a requisite. This position requires a large amount of traveling in the United States.

No. 2—An advertising man experienced in foreign advertising. A knowledge of German or French (and preferably both) is necessary. After several years this man will probably be located in Europe permanently as European advertising manager.

No. 3—A man with some knowledge of foreign advertising, especially of advertising in the Far East and South America. This position may develop into one where much traveling will be necessary.

APPPLICANTS for each of the above positions should have a college training or its equivalent, although experience would be considered a greater asset than a college course.

The salaries for these positions are not large, but the opportunity is great—dependent entirely upon the man himself.

Applicants should state fully which of the above positions they are applying for, their experience, education, age, salary expected, married or single, and should enclose a photograph of themselves.

SEND YOUR LETTER TO "M," BOX 253, PRINTERS' INK WEEKLY

Here's a *proved* way to get more business!

The right premium will bring you profitable business. My clients have *proved* it. For over 20 years the largest mercantile and publishing houses using premiums have purchased goods through this office. Are you open-minded? Write for facts about premium advertising.

CHARLES P. HOLLAND
905 Woolworth Building, New York

*Now Sales Manager Premium Department for
fourteen nationally known manufacturers
making diversified lines for premium use.*

The Lumber Dealer's Recommendation

is a powerful factor in the choice of building materials. Builders are slow to use the product he doesn't recommend. His approval can increase your sales. Sell him through his favorite paper—the

American Lumberman

CHICAGO

Est. 1873

A. B. C.

**RATHER A FEW JOBS VERY
WELL DONE, THAN MANY
JOBS NOT SO WELL DONE**



August Becker Corporation
Purveyors of Printing to
Advertising Agencies
300 Graham Ave. Brooklyn

smile when he sees how much his customers think of him?

The letter goes on with three more pages of copy, subtly touching on the new fall catalog, prepaid freight and other such items so indispensable to the proper birth of an atmosphere.

A catalog was enclosed. If the catalog did a good job of listing good merchandise at the right price, well, the writer of the letter might better have expended his other efforts in cleaning out the office files.

* * *

Rather rarely does a manufacturer look upon his retailers as consumers. Even more rarely does he approach his retailers with the kind of selling talk that normally is aimed at the consumers' needs. Accordingly, the Schoolmaster's interest is attracted by a double-barreled merchandising expedient currently launched by Best Foods Inc., and made manifest by a half-page article in the October-November issue of the company's dealer organ, "Over the Counter."

The article leads off with a bit of history of a famous bipartous trade-mark, the Gold Dust Twins. Your Schoolmaster is interested to learn that, although they haven't grown an inch, the twins are fifty-two years old. All that time, says the article, they've been "scurrying to and fro across the country, willing workers, ever ready to do all sorts of cleaning jobs quickly and well." In a half-century, the article proceeds, the twins have become right well known; and the dealer is wise who keeps them in sight by displaying a few packages of Gold Dust on his counter or in his display windows. And then this boxed message:

A TIMELY SUGGESTION

Now is the time for store cleaning—to get everything in readiness for your displays of all the good things for holiday feasts. Gold Dust cleans up in record-breaking time. It softens water and dissolves grease. No hard rubbing or scrubbing necessary. There's more cleaning energy in a spoonful of Gold Dust than in double the quantity of an ordinary cleanser. And you can use Gold Dust in cold water if you haven't warm water.

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is an example of putting your
mark to work, figuratively
and literally.

To Publish "Modern Retailing"

Modern Retailing is the name of a
business magazine which will be
published by Modern Publications, New
York. It will be published quarterly
and will be distributed to dealers in sta-
tionery, school goods, novelties, etc. The
magazine will be published under the
auspices of the research division of the
Wholesale Stationers Association. *Modern
Retailing* will be nine by twelve inches
in size, with a type-page size of seven
by ten inches.

David Manley is editor of the new
publication. Albert R. Abrams is ad-
vertising manager and William S. Don-
nelly, business manager.

See Brand Roquefort Account to Cowan & Prindle

The Société des Caves et Producteurs
de Roquefort, France, producers of
the Brand Roquefort cheese, have ap-
pointed Cowan & Prindle, Inc., New
York advertising agency, to direct their
American advertising. Class magazines
will be used for the initial advertising
campaign.

W. R. Merrell Joins Kenyon & Eckhardt

Willard R. Merrell, formerly with the
research section of the merchandising
department of Young & Rubicam, Inc.,
New York advertising agency, has
joined the service department of Kenyon
& Eckhardt, Inc., advertising agency,
also of that city.

To Direct Graham-Paige Sales Promotion

The sales promotion activities of the
Graham-Paige Motors Corporation, De-
troit, have been combined with the com-
pany's advertising department which is
under the direction of George W. Cush-
ing, advertising manager.

M. L. Barney Joins Addison Vars

Malcolm L. Barney, formerly an ac-
count executive with the J. Jay Fuller
Advertising Agency, Inc., Buffalo, N. Y.,
has joined the staff of the Buffalo of-
fice of Addison Vars, Inc., advertising
agency, in a similar capacity.

Hoffman Heater Account to Rankin

The Hoffman Heater Company, Louis-
ville, manufacturer of automatic, gas-
fired water heaters, has appointed the
Wm. H. Rankin Company, Inc., Chicago,
to direct its advertising account.

An Opportunity for an Able Advertising Salesman

ONE of our men will leave us
about January first to be-
come Sales Manager of a manu-
facturing company. This makes
an opening for an able advertis-
ing salesman. Territory is so di-
vided that work is about half out
of town and half in New York
City. Connection is with one of
the large and well known publish-
ing houses.

The position will pay a good
salary to a man of ability, re-
sourcefulness and determination
and such a man can steadily in-
crease his earnings and insure
himself an excellent future with
an old but growing organization.
Tell your story in your first let-
ter. Be frank and explicit. Our
own men know of this advertise-
ment.

Address "Q," Box 256
Printers' Ink

EXPORT MANAGER AVAILABLE

American with highest references
—foreign and domestic—ten years'
exporting and importing experi-
ence—wide business and official
acquaintance in leading European
countries and member of excellent
clubs in England and France—
desires responsible connection at
home or abroad. Address Exporter,
care of J. H. Newmark, Inc.,
250 W. 57th St., New York City.

● ● ADVERTISING MANAGER . . available

who has planned campaigns,
written and executed them dis-
tinctively, yet economically,
and has merchandised the ad-
vertising to get utmost value
out of it. College man, now
employed, sales background,
32. Address "H," Box
108, care Printers' Ink. ● ●

Agency Wanted

SALES EXECUTIVE

and assistant with an organized office, well located in downtown New York City, are in a position to take over an agency or sales territory. Organization thoroughly familiar with metropolitan New York, and competent to supervise and handle either national or local distribution.

L.W.B.

P.O. Box 59, Wall St. Station
New York City

Have You Any Production Problems?

If you have some, there is a production fellow of thirty-one, married and protestant christian, who will be available the first of the year for a position in or around New York. He desires an opening where personality and executive ability count towards advancement, as well as a thorough knowledge of the mechanics of production. Address "L," Box 251, Printers' Ink.

A SALES MANAGER

Ready to work—Anywhere—Not the desk type.

Possesses a personality inspiring confidence and remembrance and productive of results in others.

Knowledge of Selling and Sales Direction in all its phases gained through hard experience.

Thoroughly conversant with direct to the consumer, direct to the manufacturer (equipment) and wholesale jobber and dealer distribution and sales problems.

Well grounded in the financial structures of sales organizations and branches—Having Built Them.

Forty-three years of age and selling experience packed in Twenty of them. "J," Box 252, Printers' Ink.

AVAILABLE

Young lady, Christian, 9 years' diversified advertising experience—5½ years charge of agency; production, space, all details. Estimates, schedules, contracts, space orders. Box N-25, Printers' Ink.

Utah Cigarette Law Declared Unconstitutional

The prohibition of poster and placard advertising of tobacco and cigarettes in Utah was declared unconstitutional recently in a decision handed down by District Court Judge David Moffat of Salt Lake City. The case is one in which the Packer Corporation appealed against a fine of \$1 imposed some months ago by a lower court in allowing a charge of violating a law passed by the 1929 State Legislature prohibiting the use of posters or placards for advertising tobacco or cigarettes. The specific charge against the Packer company was displaying of a cigarette advertisement on a poster-board.

The court held that the law deprived the advertising company of the use of its property without due process of law, thereby violating the State constitution. In short, the judge pointed out that as it is lawful to possess and use tobacco and cigarettes in the State it must be also lawful to advertise them. The law did not seek to forbid the advertising of these articles in newspapers and magazines, and the court also commented upon this fact. The case will be carried to the State Supreme Court for final decision.

Gage Publishing Adds to Staff

J. W. Peckham, formerly with Industrial Publications, Inc., as Eastern representative, has joined The Gage Publishing Company. He will specialize on *Electrical Specifications*, a new publication for architects, electrical engineers, builders and electrical inspectors. His headquarters will be at the company's offices at New York.

R. G. Smith, for many years with Industrial Publications, Inc., has become a Middle Western representative of the Gage company. He will do special field work on *Electrical Specifications*. His headquarters will be at the Cleveland office of the Gage company.

Now Revere Copper & Brass Inc.

The Republic Brass Corporation, New York, has changed its name to Revere Copper & Brass, Inc. The advertising of the Revere company is being handled by Kenyon & Eckhardt, Inc., New York advertising agency.

A campaign dramatizing the historical development of the company is being released, making use of national and business mediums. Copy tells how the company takes its name from the fact that Paul Revere pioneered a copper rolling mill, one of the company's units.

Bruce Millar Joins Batten, Barton, Durstine & Osborn

Bruce Millar, a member of the sales and advertising departments of the General Motors Corporation for approximately six years, has joined the Detroit office of Batten, Barton, Durstine & Osborn.

L. M. S.

L. McAlister, merchant, and Co. prior to the Manz Co. and Seth...

Join F. S.

Low Green, Nebraska, joined the office of Er...

To Mar. Mann

W. J. Gibb, New York Telephone sales bureau, has been appointed director of the department of the Mann Pub...

Made V.

Glenn W. of the Indianapolis, Indiana, has been appointed director of the department of the...

"Lon"

The Long Progress, a weekly, MacAlister, owners and...

E. T.

Edgar T. superintendent of the central division has started a new business...

Appoint

The Fitzburg, N. Y., and Company, advertising agency, its Orange...

Torres

New York

L. McAllister with Seth Seiders, Inc.

L. McAllister, recently manager of merchandising division of Bucklev. ment & Company, Chicago, direct-mail, prior to that, creative manager of Manz Corporation, of that city, has joined Seth Seiders, Inc., Chicago industrial service company.

Join Erwin, Wasey at San Francisco

Low Greene, formerly with Young & Rubicam, New York advertising agency, has joined the staff of the San Francisco office of Erwin, Wasey & Company. Harry Northrup, formerly with the Chicago office of Erwin, Wasey, has joined the San Francisco office of that agency.

To Manage Case-Shepherd-Mann Service Department

W. J. Gibson, formerly with the New York Telephone Company, in charge of the sales bureau's service to advertisers, has been appointed manager of the service department of the Case-Shepherd-Mann Publishing Corporation, New York.

Made Vice-President, Noblitt-Sparks

Glenn W. Thompson, sales manager of the Noblitt-Sparks Industries, Inc., Indianapolis, manufacturer of Arvin eaters, has been made a vice-president and director of that organization. He will continue in his capacity as sales manager.

"Long Beach Progress" Becomes Daily

The Long Beach, N. Y., *Long Beach Progress*, which has been published as a weekly, has become a daily. Merle MacAlister and James W. Maples are owners and editors of the paper.

E. T. Cutter Starts Own Business

Edgar T. Cutter, formerly newspaper superintendent, at Chicago, of the central division of the Associated Press, has started his own newspaper brokerage business at that city.

Appoints O. S. Tyson Agency

The Fibre Conduit Company, Orangeburg, N. Y., has appointed O. S. Tyson and Company, Inc., New York advertising agency, to direct the advertising of its Orangeburg underfloor duct system.

We want a MAN who can write COPY

—forceful, convincing copy,—and plenty of it,—one who has had experience in writing National accounts,—who can go to the bottom of a problem and come up with the answer—and then put it into copy!

Such a man should know type and be able to make it work to best advantage. Such a man will find a hearty welcome in this eastern agency—and a salary commensurate with his ability to produce and get production.

Send samples of actual work and salary to start—in first letter.

Address "G," Box 107
Printers' Ink

Aggressive Capable Man

34, now Assistant Advertising Manager in large organization, wishes opportunity to display creative and administrative ability as Advertising Manager of small but promising account. Seven years training in all phases national advertising and distribution problems. Will consider moderate salary with real prospects. Highest references. Address "D," Box 106, F. I.

FOR SALE

Well known established
Monthly Trade
.. Publication ..
non-competitive field

Address "E," Box 107, Printers' Ink

Are You Thinking of a HOUSE ORGAN?

A woman with 5 years' experience in home economics and agriculture publicity wants a chance to show what she can do. University and Newspaper experience. Salary \$3,000. Address "R," Box 259, Printers' Ink.

"GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agents

Toronto Montreal Winnipeg Vancouver Hamilton London, Eng.
New York Office 2152 Granbar Bldg. Thomas L. Briggs, Manager for United States

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

FOR SALE—Pocket-size business magazine with unusual possibilities for further development in exclusive field. Established 3 years. Owners have other interests. Box 926, Printers' Ink.

Publisher of successful industrial paper has organization and facilities available to manage and develop additional industrial paper. Profit-sharing basis—not interested in financing any new ideas or dead properties. Box 917, P. I.

HELP WANTED

OFFICE MANAGER—A Progressive and rapidly growing job printing and direct-mail advertising house has an opening for an office manager with actual printing experience. In reply state age, education, experience and salary expected. Location: New York City. Box 924, Printers' Ink.

Advertising Managers Copy and Layout Men

seeking opportunities register with us. Interviews and correspondence confidential. Executive Service Corp., 100 East 42nd St., N. Y. C. Ashland 6000. (Agency.)

MONTREAL, CANADA—Sound, established national agency requires versatile, thoroughly experienced production man, at once. Must be strong on both copy and layouts: able to make his own rough sketches an advantage: a natural salesman and forceful writer. Write Box 905, Printers' Ink, with samples and details of experience. Samples will be returned.

A. K. OSTRANDER

(Agency)

PLACEMENT SPECIALISTS

505 Fifth Ave., New York City

THE MODERN WAY TO

ACQUAINT THE RIGHT MAN WITH
THE RIGHT JOB

SALESMEN—permanent liberal earning opportunity is offered to several more men who are free to travel and can qualify to sell a practical show window Service of real advertising quality to retailers. Commission basis; exclusive territory. Business established over 15 years. State a few details of your experience for attention. Interview and personal coaching in territory. Address P. P. S. 1330-38 W. Van Buren, Chicago, Ill.

Advertising man—age 27, has 11 years agency experience, ranging from production work to space buying and selling; wishes connection with agency, manufacturer or newspaper. Box 929, P. I.

ADVERTISING SOLICITOR—Excellent opening on high-grade trade publication serving second largest industry in the country. Eastern territory now open to energetic man. References, over period of year, necessary. Straight commission to start with. Generous drawing account as soon as he proves ability to produce. Box 907, Printers' Ink.

Wanted: A young man qualified to act as assistant superintendent in an editing bookbinder. Must have had long experience and have proven his ability. Must be familiar with all phases of bookbinding and ready to put in lots of hard work. Answer by mail, giving all details and information of your experience, age and the places where you have worked. Box 930, Printers' Ink.

MISCELLANEOUS

TRACING CARTOONS—Designed for tracing on Mimeograph stencils to liven up your Sales Bulletins. Send for sample sheet. M. S. Bush Cartoon Service, 54 W. Chippewa, Buffalo, N. Y.

ROOM—250 square feet floor space, excellent light, available in advertising agency located in one of the best buildings in Grand Central Zone. Ideal for distributor, direct mail service, publisher's representative, etc. Share reception room. \$100 a month. Box 913, Printers' Ink.

IDEAS WANTED

What have you that can be made of paper, leather or fabric by printing, embossing, painting or screen processing? For retail sale or advertising. We want sketches, layouts, finished art copy and ideas for specialties of any kind: displays, posters, syndication trick paper cuts, letterhead features, novelty books, greeting cards, toys, games, home utilities, book and table covers, pictures, bridge cards and prizes, decorative things and so forth. Box 909, Printers' Ink.

POSITIONS WANTED

Young Woman Publicity Writer and Executive, who knows limitations and possibilities of industrial publicity field, wants to change from a leading advertising agency to one whose publicity activities are just beginning. Box 908, P. I.

CAPABLE college training, attitude for agency experience. Box 919, P. I.

ARTIST, design artist and plenty. Affording more than salary.

Young Man, office manager, desires immediate position; willing to work.

COPY WRITER and **LAYOUT** men, mail order, largest agency, 910, Printers' Ink.

SECRETARY, unusual type, respondent, advertising location desired.

CHILD, alias.

FREE LAYOUTS, man. Address.

SECRETARY, 8 years, sales promotion, connection, Printers' Ink.

AD, Nine years, trial paper, connection, with subscription, Age 34.

ART DIRECTOR, experience, Stores, time connection, when an all-around.

Cracker, wash, zinc illustration, Fine contact, high-quality.

Creative, commercial, Paper, Original, copy suggestions, assuming, 912, P. I.

D, Exclusive, want, communication.

CAPABLE PRODUCTION MAN—23, college trained, conscientious, willing, aptitude for his work, 2 years' practical agency experience in responsible position. Box 919, Printers' Ink.

ARTIST, 23, experienced in lettering, design and layout, with creative ability and plenty of ambition, desires position. Affording advancement more important than salary. Box 916, Printers' Ink.

Young Man—four years space buyer, office manager; year and one-half publishers' representative; Christian; single—desires immediate connection; salary secondary; willing worker. Box 925, P. I.

COPY WRITER, ALSO SPLENDID LAYOUT MAN; national—direct mail—mail order outstanding experience with largest accounts; go anywhere. Box 910, Printers' Ink.

SECRETARY possessing creative ability, unusual tact and initiative, capable correspondent, excellent business background advertising and campaign. Grand Central location desired. Box 923, Printers' Ink.

CHILDREN ILLUSTRATIONS—also WINDOW DISPLAYS

FREE LANCE BASIS; also unusual layouts; rough sketches; New York City man. Alfred, Box 911, Printers' Ink.

SECRETARY—Competent stenographer; 8 years' experience as office assistant in sales promotion and advertising solicitation; capable correspondent; desires connection with above lines. Box 918, Printers' Ink, Chicago Office.

ADVERTISING SALESMAN

Nine years' experience selling for industrial papers in New York territory. Wish connection in New York or New England with substantial and reputable magazine. Age 34. Box 922, Printers' Ink.

ART DIRECTOR Versatile all-around Artist with 8 years' experience with Agency, Department Stores, Publisher—seeks a full or part time connection with a smaller organization, where there is an opportunity for an all-around man. Box 915, P. I.

ILLUSTRATOR

Crackerjack figure man. Specialist in wash drawings for advertising and magazine illustration. Ten years' experience. Fine colorist. Would like to get in touch with agency or publisher who needs high-quality art work. Box 921, P. I.

ADVERTISING ARTIST

Creative and Practical—Figure, general commercial. Seven years' experience, Trade Paper, House-Organ, Newspaper, Agency. Original and constructive—Ideas, visuals, copy suggestion, layout, finish. Capable of assuming responsibilities. Age 29. Box 912, Printers' Ink.

SALES DISTRIBUTOR

Exclusive agency covering Long Island wanted by a real producer! Strictly commission basis. Box 906, P. I.

ASSOCIATE EDITOR wants position on New York trade journal. Fifteen years' marketing experience; has contributed to 16 trade and class magazines. Knows make-up. Box 928, Printers' Ink.

I Don't Know It All—yet I do know a lot. I have ambition—with experience to back it up. Now handling advertising, sales and sales promotion work with a national advertiser and distributor. Can write copy, make layouts, order engravings, buy printing. Young man, 24 years old, married, college education. I want greater responsibilities, bigger opportunities, increased remuneration. Do you have them? Box 914, Printers' Ink.

SALES PROMOTION

Experienced in creation, production and application of Sales Promotion and Advertising. Proven ability to develop and secure new business. Eight years successful background in national field. Thorough knowledge of dealer problems, distribution and practical merchandising, use of direct by mail, newspaper and magazine copy, mediums, layout, art. Capable of assuming responsibility and producing results, with manufacturer or agency. Age 30, married. Box 920, P. I.

JUNIOR EXPORT EXECUTIVE

Engineering and Art Degree equivalents. Domestic sales experience: six months as junior sales engineer, one year manufacturers' sales, six months promoting and organizing retail stores. Foreign experience: one year selling engineering specialties South American mines, one year appointing agents and organizing local sales forces in various countries, one year handling large established sales force in Argentina. Familiar, from short trips, with most South American and principal European countries. Wish position in United States organizing or assisting to organize Foreign Sales Department. Present salary six thousand dollars. Fluent knowledge of Spanish and fair understanding of Portuguese, French and Italian. Practical experience in foreign advertising and collection methods. American of Anglo-Saxon stock under thirty years of age. Box 927, P. I.

CAUTION!

Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

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Selling heating, piping and air conditioning to offices

When a new office building is planned and the consulting engineer or engineer on the architect's staff, lays out and specifies the heating, piping and air conditioning systems, is it sufficient for the manufacturer of such systems and equipment to reach this engineer in order to sell his products?

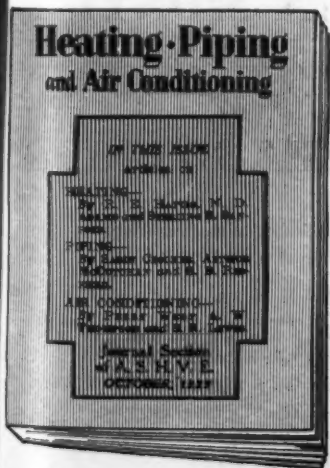
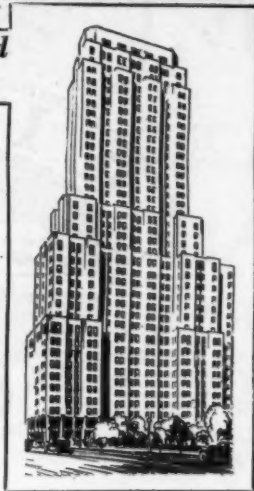
Would it be more effective to concentrate sales effort upon the contractor who will probably actually buy the equipment and install it?

Would the engineer employed by the office building who will be responsible for the operation and maintenance of the equipment after the building is completed, be a more desirable object for the manufacturer's sales and advertising effort?

The answer is, *all* three factors must be reached to complete a sale to the office building. This is true, not only of office buildings but of most other classes of large construction as well.

Office buildings are but one part of the reader coverage of HEATING, PIPING and AIR CONDITIONING. The 3 Groups—Designing, Installing and Supervising and Maintenance—read this journal which devotes its entire contents to their technical needs and interests.

ENGINEERING PUBLICATIONS, INC.
1900 Prairie Avenue
Chicago, Ill.





TribuneTown

**SPENDS 21 MILLION
DOLLARS A MONTH
FOR DRUGS AND
TOILET PREPARATIONS!**

*Ask a Chicago Tribune advertising
man to tell you ALL about it!*

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, October, 1929
861,217 Daily; 1,192,151 Sunday

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